

Development of Lifestyle Inventory for Consumers of Fast Moving Consumer Goods



BY

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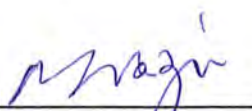
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Dr. Seema Pervez
Supervisor

Dedicated to

*My parents, Duffo, and Pinki whose efforts
made me able to thank them.*

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ABSTRACT

In last few years, market of fast moving consumer goods (FMCGs) has grown significantly in Pakistan. The marketers and researchers need to use lifestyle information of consumers along with demographic variables to make their decisions because the consumers of FMCGs are heterogeneous. This study is carried out to develop a lifestyle inventory for the consumers of fast moving consumer goods. The study has been completed in four phases. Focus groups have been used to obtain initial item pool for the inventory. Initial item pool was put in to 8 categories of VALS-2 by experts and final 82 items were selected by computing item total correlations. So, eight lifestyle segments have been obtained: Actualizers, Believers, Experiencers, Strivers, Achievers, Fulfilleds, Makers and Strugglers. A regression analysis was computed to see the impact of age on lifestyle. It was found that age has significant impact on lifestyle. One way analyses of variance and t-test were computed to see the lifestyle differences between the groups of demographic variables. It was found that socioeconomic status, profession, marital status and city causes significant lifestyle differences. While there were differences in few lifestyle segments also because of age, and education of consumers. The present study also showed that lifestyle segments have significant impact on usage frequency of common FMCGs. The profile of consumers was developed by comparing the lifestyle segments with demographic variables. Implications of demographic characteristics on lifestyle have been explored to facilitate the segment specific marketing strategy formulation.

INTRODUCTION

INTRODUCTION

Fast moving consumer goods (FMCGs) market has grown rapidly. People from all walks of life are becoming part of the targeted market. The Fast moving consumer goods market is no longer a homogenous one which consists of only one type of users. Fast moving consumers goods are used by literate, illiterate, young, old, rich, poor, and many others. It is necessary for the managers and researchers to understand the heterogeneous nature of the market and to know how consumers live, think, behave and act.

Wansink (2000) suggested that prevailing consumer's life-styles and the resultant actions in a country indicate how consumers live, think, behave, and act. Lifestyle of consumers is determined by consumers' demographic background, experiences, socio-economic characteristics, behavioral tendencies, and current situation or action. It was well organized attempt to paint a more realistic multi-dimensional portrait of a consumer that represents a sub-segment for a particular product or brand. Lifestyle studies suggested answers to the deeper motivations and aspirations behind the purchase and consumption of a product and service.

Wagner and Wedel (1995) stated that consumer life-style information has become a very popular tool in marketing management decision making. The use of values and life-styles as segmentation criteria is continuously increasing in the hopes that it explains more observed consumer behavioral or action variation than pure demographic or socio-economic variables. Consumer values and life-style characteristics do provide a rich view of the market and a more life-like portrait of the consumer. Lifestyle characteristics meet the demands of management practice for increasingly sophisticated and actionable marketing information.

According to Berkman and Gilson (1978) lifestyle information can be used for various types of analyses. Information obtained about consumer's income, age groups and spending patterns provide meaningful information about consumers. With it, one can know about the consumer as an individual, as a part of group and the collective patterns of living. In this way, lifestyle leads us to closer understanding of consumer behavior.

Lansing and Heyns (as cited in Cathelet, 1993) found that generally, the consumers are culturally acclimatized to accept the retail revolution and the integration of retailing with domestic activities. This has meant a fundamental change in values and beliefs of consumers about the nature of consumption and the concept of consumer behavior. As a broad orientation to the environment, lifestyle is more likely to be predictive of responses to a related set of products, representing a pattern of behavior. Consumer behavior can also be used along with life style classification to cluster consumers into groups (Newman & Cullen, 2002).

Consumer Behavior

Consumer behavior is the study of what people buy, how they buy, when they buy and why they buy. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables and attempts to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society. Engel, Blackwell, and Miniard (1993) precisely defined consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This definition has four important points: (a)

Behavior occurs either for the individual, or in the context of a group or an organization; (b) Consumer behavior involves the use and disposal of products as well as the study of how they are purchased; (c) Consumer behavior involves services and ideas as well as tangible products; (d) The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of cigarettes, or aggressive marketing of credit cards, may have serious repercussions for the national health and economy.

Psychological models of consumer behavior concentrate on psychological and cognitive processes such as motivation and need reduction. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences. For example, Howard and Sheth (1969) introduced stimulus response interactional model of consumer behavior. The stimulus is the 'inputs' that the consumer receives from his or her environment. The common inputs include the physical aspects of the product or service; the ideas or images attached by the supplier; the ideas or images attached to the product or service by 'society'. The response or the 'outputs' are what happens, the consumer's actions, as observable results of the input stimuli. Between the inputs and outputs are the constructs, the processes which the consumer goes through to decide upon his or her actions. Constructs are grouped into two areas: (a) perceptual constructs are concerned with obtaining and (b) handling information about the product or service while learning constructs are the processes of learning that lead to the decision itself.

Newman and Cullen (2002) proposed a general model of the buyer decision process. According to this model, the buying process begins with an identification of an unsatisfied need. The need can be either functional or psychological. When the need is recognized, buyers search for information from their own experiences and from external sources. This information is then used to evaluate alternatives. The evaluation

of alternatives usually involves making tradeoffs among conflicting needs. On the basis of these evaluations, the customer purchases a product. However, the purchase process is not over when a purchase decision has been made. The post purchase evaluation affects subsequent purchase decisions.

Psychological Consumer behavior models are practical models used by marketers and the consumers of FMCGs encounter several types of purchase decisions. These purchase decisions are influenced by the personal characteristics of the buyer and group influences that impinge on the buyer (McDonald & Dunbar, 1998).

It was difficult for the marketers and researchers to use personal characteristics of consumers effectively because it was hard to determine the exact nature of consumers in the market place. That led to the idea of market segmentation. Plummer (1974) argued that classifying consumers is a key to successful marketing as consumers are heterogeneous. It can help the organizations to match their products with the need of the customers. Newman and Cullen (2002) stated that classification adds to the profits of the organizations, as the organizations can invest their sources in the markets where they have competitive advantage.

Market Segmentation

Smith (as cited in Snellman, 2000) introduced market segmentation and defined it as viewing a heterogeneous market as a number of smaller homogeneous markets in response to different product preferences among important market segments. The focus in market segmentation is on the differences between identified groups on certain criteria (Plummer, 1974). Rao and Steckel (1998) defined segmentation as the process of sorting consumers on the bases of some homogeneous characteristics with the idea

that consumers in a specific group would respond in a similar manner to marketing activities.

Kotler (1997) defined the segmentation process as the division of the total market into smaller, relatively homogeneous groups. He suggested applying segmentation to the market of products or services for end users where there are usually too many users for the company to deal with each user individually.

Snellman (2000) stated that the role of market segmentation is to identify the factors that affect purchase decisions and then group consumers according to the presence or absence of these factors. Marketing strategies are then adjusted to meet the needs of each group. By using market segmentation, a firm selling a homogenous product in a market characterized by heterogeneous demand could maximize profits.

Segmentation Process

McDonald and Dunbar (1998) described that segmentation process has two phases: (a) developing segments; (b) and prioritizing and selecting segments.

- (a) First phase includes three stages: First stage is to have the knowledge of the market. Market map or a flow chart is developed showing flow of products and services of the organization or competitors to the final users. In the second stage, model of the market is developed on the bases of different customers found in the market and the choices made by them among alternatives. In the third stage, market is divided in to segments. Customers are combined on the basis of their needs.
- (b) Second phase consists of two stages. The first stage is the segment attractiveness. The organizations have to identify the attributes of the segment related to them by using specific criteria. In the last stage of the second phase,

organizations use all their possible sources to meet the requirement of each concluding segment.

Kotler (1997) stated that effective segmentation includes four basic requirements: First the market segment must possess measurable purchasing power and size; second there must be a way to promote effectively to and to serve the market segment; third the marketers must be able to identify which segments are sufficiently large to give them good profit potential; and finally the firm must aim for segments that match its marketing capabilities.

Segmentation Basis

Different researchers has defined different possible segmentation basis. Plummer (1974) stated that segmentation could be product oriented or people oriented. Product oriented segmentation dimensions include product benefits, product usage, occasions, and ingredients or taste perceived attributes and advertising appeals. People oriented segmentation dimensions' include social class, stage in life cycle, innovativeness and psychological characteristics. Kotler (1997) explored the following segmentation variables: geographical; demographical; behavioral; product related; and psycho-graphical segmentation.

Geographical Segmentation

In geographic segmentation geographical distances set boundaries for practicing business. It was suitable for organizations in the pre-industrial era as the organizations could sell only to people living within a reachable distance. Namias (as cited in Snellman, 2000) studied that intentions to purchase household durables were correlated with actual purchases and found out that people living in towns or small cities were more likely to carry out their intentions to buy durable

household goods than consumers in large cities. Advancements in transport and distribution systems reduced the effectiveness of geographic segmentation.

Demographic Segmentation

Demographic segmentation is the most common approach to consumer segmentation. It defines consumer groups according to variables such as age, sex, income, occupation, education, household size, and stage in the family life cycle. Irwin, Friend, and Kravis (as cited in Snellman, 2000) conducted a study of consumer expenditures, incomes and savings and found some interesting patterns of consumption among people representing different demographic characteristics (occupation, race, and income class etc.). Munn (as cited in Snellman, 2000) investigated the relationship between age, income, education and the purchasing of automobiles, television sets, coffee and cigarettes and found that brand perception appeared to be largely independent of consumer socio-economic classification. Snellman (2000) criticized that demographic characteristics are too general to be meaningful in identifying markets.

Behavioral Segmentation

In behavioral segmentation, the segmentation is done on the basis of frequencies of product usage. Twedt (as cited in Snellman, 2000) divided the users of a product into heavy-users and light-users. Snellman (2000) stated that markets could be segmented on the basis of socio-economic and demographic characteristics as well as motivational and attitudinal variables.

Product-Related Segmentation

Product-Related Segmentation involves dividing a consumer population into homogeneous groups based on characteristics of their relationships to the product and

the benefits they seek when they buy it, the rate at which they use it, or their brand loyalty to it (Kotler, 1997).

Psychographic Segmentation

Psychographic segmentation is a more recently developed segmentation tool. Kotler (1997) stated that the roots of psychographic segmentation came from motivation researchers. Motivation researchers were interested in the psyche of the consumers, and the methods used were derived from clinical psychology. Psychographic segmentation is a process that divides a population into groups that have similar psychological characteristics, values, and lifestyles. Psychographic approaches differ from the traditional ones and aroused a lot of controversy among marketers. In market segmentation, the concept of lifestyle was introduced when managers were dissatisfied with the traditional methods of classifying populations and individuals (Cathelet, 1993). The predictive validity of lifestyle with respect to purchase behavior can be substantially better than that of general observable segmentation bases, such as geographic, demographic or socioeconomic variables (Vyncke, 2002).

Lifestyle and its Origin

Concept of Life Style

Marketing perspective of lifestyle recognizes that people classify themselves into groups on the basis of the things they like to do, how they like to spend their leisure time, the type of interest they have, and how they choose to spend their disposable income. As Moven (1995) stated that lifestyle relates to how people live, how they spend their money and how they allocate their time.

Usually, the lifestyle can be defined as how one lives (Hawkins, Best, & Coney,1998). Kaynak and Kara (2001) defined lifestyle as the patterns in which people live and spend their time and money. Harrison and Davies (1996) defined lifestyles as patterns of action that differentiate people. Therefore, lifestyles help to make sense of what people do, and why they do it, and what doing it means to them and others.

In modern human sciences, Weber (as cited in Cathélet, 1993) described the sociological concept of lifestyle. Weber recognized the life style as a mark of status and on the basis of lifestyle individuals are categorized in to specific groups. So, in sociology the basic function of life style is tribal or group integration. In individual psychology, Adler (as cited in Cathélet, 1993) applied this term to individual and stated that lifestyle is the way, with the help of that individual becomes part of society.

Dichter (as cited in Cathélet, 1993) introduced psychological motivation studies into marketing to humanize the consumer's portrait beyond their social identity. Earlier studies of life style were conducted in the complex societies of United States and later in Europe, especially at France in the beginning of 1970s (Cathélet, 1993).

Lazer (as cited in Cathélet, 1993) introduced the concept of life style into marketing and provided information that systematic relationship exists between the consumption style and life style of a social group. He defined life style patterns as a systems concept referring to a distinctive mode of living.

Plummer (1974) argued that life style segmentation combines the simplicity of demographic segmentation and the depth of using psychographic factors. Plummer (1974) listed a number of factors included in each of the four dimensions of life style, as presented in Table 1.

Table 1*Life style dimensions (Plummer 1974).*

Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Peter and Olson (1994) define lifestyle as the manner in which people conduct their lives, including activities, interests, and opinions. Activities are manifest actions (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc.). Interest in some objects, events or topics (family, home, job, community, recreation, fashion, food, media, achievements, etc.) is the degree of excitement that accompanies both special and continuing attention to it. Finally, opinions are descriptive beliefs (of oneself, social issues, politics, business, economics, education, products, future, culture, etc.). Three typical statements could be:

- (a) I often listen to popular music (activity)
- (b) I am very interested in the latest fashion trends (interest)
- (c) A woman's place is in the home (opinion).

Cathelet, (1993) stated that AIO is uniquely placed in its basic intent at the cross roads of behavioral and psychological approaches. This approach aims to explore

the activities and attitudes of an individual rather than its degree of support for cultural values and behavioral norms. The AIO system is the most classic and static kind of market study, which underestimates the importance of psychological variables without any synthetic structuring. So this methodology is mechanistic, behavioristic, and is nearest to the socio-graphic intentions.

Moven (1995) stated that no hard and fast rule exists for developing AIO items. Most of the items differ on their level of specificity. Highly specific questions provide information about the product. More general types of questions are asked to develop profile of consumers. Wells and Tigert (1977) research formed the foundation of lifestyle research. Their Attitudes, Interests, and Opinions (AIO) variable became the standard by which many later psychographic researchers designed the survey instruments.

Often very large batteries of AIO items were used. For example, Wells and Tigert (1977) formulated 300 AIO items, while Cosmas (as cited in Newman & Cullen, 2002) used a questionnaire containing 250 AIO items to study lifestyle patterns.

Mehrotra, Harper, and Steers (as cited in Newman & Cullen, 2002) used 252 AIO statements and demographics (age, education, profession, income, household size, occupation and profession) for the segmentation of women. They categorized women into five categories: 1) Cynthia, the chic city dweller; 2) Ursula, the urbane urbanite; 3) Mildred, the militant mother; 4) Cathy, the contented country girl and 5) Thelma, the old-fashioned traditionalist.

Lifestyle and Personality Theories

Both personality and lifestyle are important in segmenting markets, developing market research, and conducting market analyses. Moven (1995) defined personality as the distinctive patterns of behavior, including thoughts and emotions that characterize

each individual's adaptation to the situations of his or her life. According to Moven (1995) different approaches to study personality include: psychoanalytic approach, trait theory, social approach, cognitive approach and self concept. Psychoanalytic approach describes that personality has three important components (id, ego, & super ego). Trait theory attempts to explain personality according to the dominant characteristics of the people. Social Psychological approach investigates the consistent patterns that individuals reveal when interacting with others. Cognitive personality theories focus on individual differences in how consumers process and react to information. In the self concept the individual is considered as an object and it is the totality of a person's thoughts and feelings with reference to himself or herself.

The concepts or ideas of lifestyle are quite distinct from that of personality. The concept of personality refers more to the internal characteristics of a person while lifestyle refers to the external characteristics of how a person lives (Moven, 1995). Moven (1995) suggested that these two concepts have distinct managerial implications in marketing. If personality traits are used in the process of segmentation too early, the market segments are narrowly targeted. Personality and lifestyle are used principally to segment target market. Marketers should segment the market stepwise. First, lifestyle segments should be identified and then personality differences should be analyzed in these segments.

Moven (1995) suggested that the lifestyle analyses might include the materials from the trait theory, self concept scales and cognitive psychological theories. Trait theory has relevance to segmentation. Managers develop a profile of traits to describe the target market. To assess the traits tests can be used. These traits can be used in promotional tools and sales presentations. Ideas involving the self concept are also relevant to the lifestyle. The images of lifestyle portrayed in advertisements should

focus on the ideal self image of the target market. The researchers identify the goals and ambitions of the target market.

Linking Product Classification to Consumer's Lifestyle

Classification of Products

In marketing, product can be defined as every want or need satisfying attribute a consumer receives in making an exchange, including psychological as well as physical benefits. Kinneer and Bernhardt (1983) stated that components of a product includes physical attributes, special features of a product, services such as delivery, installation, and credit, guarantee, package and label, brand, intangible benefits, services after the sale, prestige and image of the product, and safety of the product. According to Plummer (1974) the most important aspect of classifying a product is the consumer. The classification system should be based on consumer attitudes and buying behavior.

Most efforts to group products along particular dimensions and link these groupings to lifestyle dimensions have developed through empirical studies. These efforts have resulted in rather ambiguous product categories. For example, Belk (as cited in Goldberg, 1976) categorized snack food products by using factor analyses. The factors resulting from a factor analysis of preference for snack food products were equally puzzling. For example, factor 1, labeled substantial snacks includes nuts and is somehow differentiated from factor 2, labeled light and salty. The difficulty of interpreting these empirically generated categories suggests the need for a more theoretically meaningful approach to the selection of products and the development of product categories. For marketing purposes, the products are classified into two main categories; (a) industrial goods and (b) consumer goods (Kinneer & Bernhardt, 1983).

(a) Industrial Products

Products sold for use in producing other goods or in rendering services are known as industrial goods. Kinnear and Bernhardt (1983) classified industrial products into six categories: heavy equipment, light equipment, consumable supplies, component parts, raw materials, and processed materials. Heavy equipment is the capital goods that are purchased or leased for a company's own use and are permanently fixed. Light equipment includes goods that are not permanently affixed to the physical plant. Consumable supplies are used in the normal operations of the organization. Component parts are industrial goods that are purchased for inclusion into the final product. Raw materials are those products used for production of other goods. Processed materials are specially produced products used in the production of other goods.

(b) Consumer Products

Products purchased for use by households, or ultimate consumers are called consumer goods. Kinnear and Bernhardt (1983) stated consumer goods are classified into: durable goods, specialty goods and fast moving consumer goods. Durable goods are purchased less frequently and are generally priced higher. These are usually purchased only after the consumer has compared the price, quality and style for a number of alternatives. The examples of durable goods include furniture, kitchen appliances and clothes etc. Specialty goods are products for which no reasonable substitutes exist because of the unique characteristics and brand identification of the product. Consumers are extremely brand loyal in buying specialty goods. Examples include expensive stereographic and photographic equipment, high fashion clothing items and few automobile brands industrial goods industrial goods.

Fast Moving Consumer Goods

Kinnear and Bernhardt (1983) stated that fast moving consumer goods (FMCGs) are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit on every individual FMCGs product is less. However the huge number of goods sold is what makes the difference. Hence profit in FMCGs goods always translates to number of goods sold.

Kotler (1997) argued that fast moving consumer goods is a classification that refers to a wide range of frequently purchased consumer products including: toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets. The term consumer packaged goods (CPG) is used interchangeably with fast moving consumer goods (FMCGs).

Fast moving consumer goods are an opposition to consumer durables such as kitchen appliances that are generally replaced less than once a year. The category may include pharmaceuticals, consumer electronics and packaged food products and drinks, although these are often categorized separately. Three of the largest and best known examples of Fast Moving Consumer Goods companies are Nestle, Unilever and Proctor and Gamble. Examples of FMCGs are soft drinks, tissue paper, and chocolate bars. Examples of FMCG brands are Coca Cola, Lipton, and Pepsi.

Nicita and Walters (2000) stated that a link between a products and the consumer's lifestyle does affect the purchase decisions of consumers. If corporations can identify and effectively communicate the core values a product touches, then customers will embrace the product not only because it is a good product (meets wants and needs) but also because it touches them in a personal way.

Goldberg (1976) argued that the typical procedures for identifying relationship between consumer psychographic segments and product categories are primitive. Either the lifestyle traits selected have been inappropriate for the products under consideration or the products selected have been inappropriate for the personality traits under consideration. To the extent these problems can be identified and taken into account, lifestyle might serve as a contributing variable within a larger explanatory framework. While it is not expected that lifestyle will be a dominant variable in the explanation of consumer behavior, the underlying assumption is that appropriately conceptualized, lifestyle can have a significant part to play.

Goldberg (1976) noted that the level of novelty to which an individual is attracted varies as a function of his lifestyle. Products differ in terms of their novelty value, and it may be posited that different consumer types may be attracted to products that are either low or high in novelty value.

Plummer (1974) stated that lifestyle classifications can be used in conjunction with product classification to cluster consumers into groups. These are called behavioral variables and represent the various criteria for clustering consumers. This process helps the researchers to segment the market more effectively.

Measurement Techniques of Lifestyle

After a lot of diverse experiments, only few methods of studying lifestyle have stood the test of time and professional application in the market economy. The lifestyle approaches can be distinguished on the basis of the objectives of the study, the level of the data collection, the field of investigation, the methods of data collection, the analytical approach and the final structure of the end data. Newman and Cullen (2002) stated that lifestyle approaches to classify people provide an interpretative view of people based on general characteristics. The most common approaches to study

lifestyle include; psychographics, culturalist, socio-graphic, mechanistic, and the socio style system.

Psychographic Approach

These approaches studied life style as a personality style. For a long time the terms life style and psychographic were used interchangeably. Psychographics is the quantitative investigation of consumers, lifestyles, cognitive styles, and demographics that can be used to assist in marketing decision making (Moven, 1995). Cathelet (1993) stated that psychographic defines life style as a fundamental and durable category of character and personality and neglecting, living conditions and even attitudes, opinions and judgments as too superficial. To him, psychology is predominant in this approach.

Psychographic approach is analytical and it is based on general data rather than sector based socio cultural data and it defines people by using different motivation models (Cathelet, 1993). Demy and Wells (as cited in Cathelet, 1993) based their study purely on psychographic procedure. They considered psychographics as a type of design segmenting the market according to the propensity of homogeneous groups to buy a given product. The variables studied were concentrated mainly on consumer psychology from the point of view of advantages of the product considered desirable.

Culturalist Approaches

These evolved from psychographic life style studies. Rokeach (1970) stated that culturalist approaches see lifestyle as process of socialization by rallying individuals to collective norms of socialization. He defined value as an idealized collective model of thinking and behavior which is general abstract and universal.

Cathelet (1993) argued that culturalist approaches provides a definite and stable conceptual framework of life styles. These offer a stable and codified methodology

whose concepts and tools hardly vary over time. He noted that the culturalist study of values aims to be more generalist, socio-cultural, and multi-sectorial than the psychographic approaches. However, the results from culturalist approaches based on a community, trade or society can not be generalized to other communities, societies or tribes.

Some practical research methods of Culturalist approaches are as follows:

Rokeach's values survey (1970) was developed to analyze consumer attitude and behavior. He used values to determine individual conduct behavior and thought. According to this model values are individual beliefs about ideals such as purity, justice, truth and equality. He considered social and psychological aspects in his social value system.

At the end of 1970s' Stanford Research Institute (SRI) in the USA developed the Values and Life Style System (VALS). Nature of this system was theoretical. The terminology of values studied was derived from the motivational and developmental psychological theories and particularly from Maslow's hierarchy of needs. In this method, American population was presented into nine lifestyle categories. The individuals were classified according to their level of self achievement and their route of personal development. It measured the method and degree of individual ambition and success according to the norms peculiar to the American society (Mitchell, 1983). It was the first lifestyle segmentation system to gain worldwide acceptance (Moven, 1995).

Mitchell (1983) noted that the original VALS view consumers on a double hierarchy system consisting of four general categories of people. First the need driven group consists of survivors and sustainers. Survivors are marked by poverty, old age, poor health and poor education. Sustainers are marked by poverty but feel left out of things. They focus on living for the moment. They are hopeful and are self-confident.

They are younger than survivors. They do planning and expect more of the future than survivors.

Second, the outer directed group focuses on what other people think of them and gear their lives to the visible, tangible and materialistic. This group includes belongers, emulators and achievers. Belongers possess middle incomes, and middle aged or older. They cherish the institutes of family, church, and country. Emulators are highly ambitious but spend rather than save. They strive to get ahead by imitating achievers. Achievers are conservative, wealthy and self employed professionals.

Third the inner directed group members are inner focused, and they seek intense involvement tasks. This group consists of I-am-me group, experientials and societally conscious. The members of I-am-me group are young, unmarried, and marked by major shifts in emotions, feelings, and view points. They are enthusiastic, daring, and seeking new ideas and possessions. Experientials are highly involved in activities such as causes, hedonism, or sports. They have moderate incomes and are in late twenties. They are independent, self-reliant, and innovative. Societal conscious is a liberal group concerned with social issues. The members of this group are small, successful and mature.

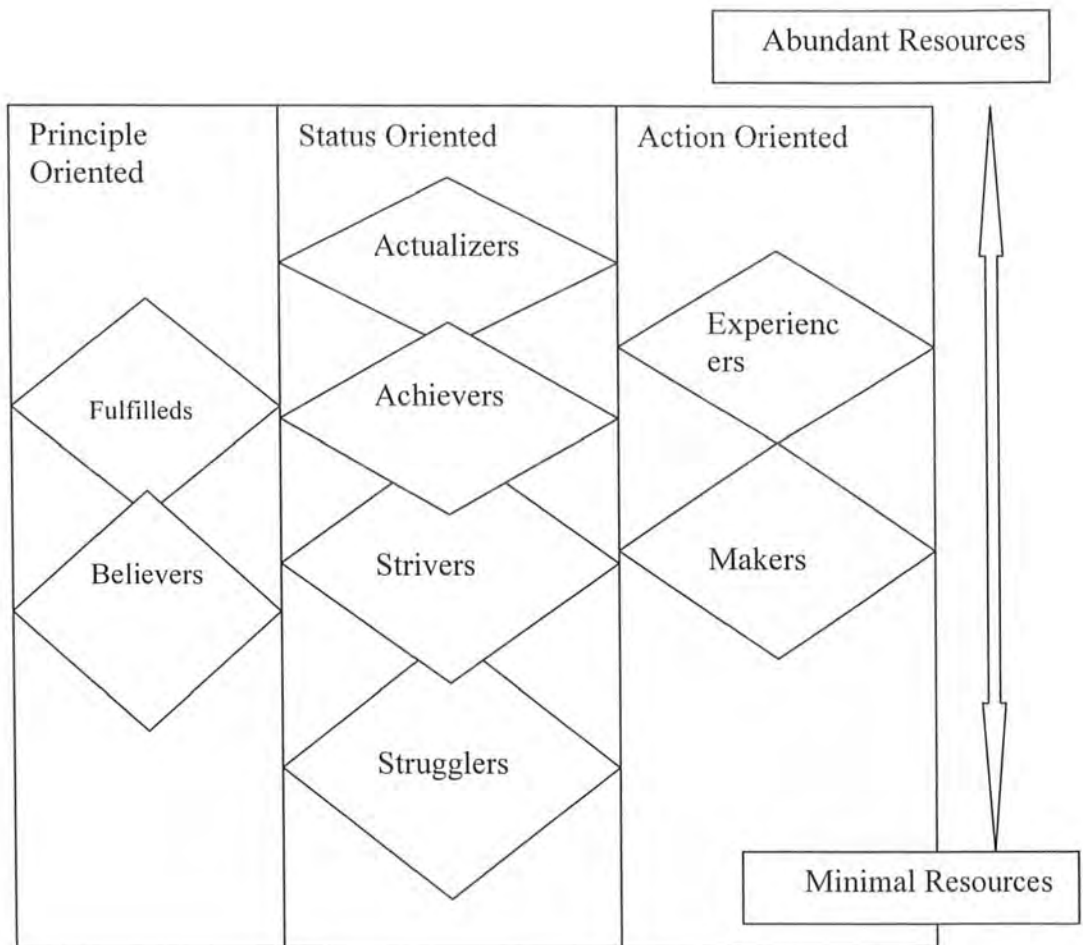
Finally, the integrated group consists of mature, balanced people who have managed to put together the best of the characteristics of inner and outer directed personalities.

Later SRI introduced VALS2 Survey (2001) to identify specific relation ship between consumer attitudes and purchase behavior. The new system differed from the original system in that it did not use values and lifestyles as the basis for the segmentation scheme. Riche (1989) stated that link between values and lifestyles and consumer buying behavior explained in VALSI were not as strong as earlier due to changes in demographic and economic structure in the United States.

Harcar, Kayanak, and Kucukemiroglu (2004) stated that VALS2 divides American population into eight categories on the bases of their self identity and resources. First dimension in VALS2 is self identity. Consumers oriented toward status make choice on the bases of approval of others. Those oriented toward principle make choices on the bases of their beliefs. Those oriented toward action make choices on the basis of their desire for activity, variety and risk taking. The second dimension in VALS2 is the resources (financial-material, psychological and physical resources) of the consumers. People with high resources are at one end of spectrum while people with low resources are at other end of spectrum.

In VALS2 Survey (2001) eight categories of the consumers has been described. These are as follows:

- (a) Actualizers have high resources and they focus on principal and action. They believe in independence. They are leaders in business and government and are interested in growth, innovation and change. They use image as an expression of their taste, independence and character. They possess wide range of interests and are concerned with social issues, and they always try to have finer things in life. They are optimistic, successful, sophisticated, active people.
- (b) Fulfilleds have high resources with focus on principle. They are mature, satisfied, comfortable, well informed people for whom image has little importance. They are reflective people who value order. They are in professionals and most of them are well educated. Fulfilleds are conservative, practical consumers and social and emotional values are more important to them than personal values.



The VALS2 Framework (Source: VALS2 Survey, 2001)

- (c) Believers have low resources with high focus on principal. They live predictable lifestyle tied to family and church. They are non-innovative and are loyal to national products. Their income, education, and energy are modest but sufficient to meet their needs. Believers are conventional and traditional and they live by an expressed moral code. They follow established routines.
- (d) Achievers have high resources with focus on status. They are successful career oriented individuals. They respect authority and status quo and are low risk takers. They live conventional lives. They prefer established, prestige products and services. Image is important to them. They live conventional lives and favor

prestige products. They take interest in family matters. They are practical people. They have constructive skills and they value self-sufficiency.

- (e) Strivers have low economic, social and psychological resources with focus on status. Many of them seek to be stylish. They often wish for the things that are out of their reach. These individuals seek social approval for actions. They are impulsive, boring and trend conscious. They are striving to find a secure place in life. They have the view that money is every thing in life. Many seek to be stylish, attempting to emulate those who own the possessions they covet but they are beyond their means.
- (f) Experiencers have high resources with focus on action. These are young, enthusiastic individuals who like sports and risk taking. They are single and impulsive purchasers. They do not have yet completed their education. They are politically uncommitted, uninformed, and highly ambivalent about what they believe. They spend much of their income on clothing, fast food, music, movies and video. They quickly become interested in new responsibilities but are equally quick to cool.
- (g) Makers have low resources with focus on practical action. They are conservative and practical. They focus on family and working with their hands. Most experience the world by working on it (building a house, raising children, fixing a car or canning vegetables. They tend to be with their families and their leisure activities center around their home. They are family oriented, rational and look for durability, functionality and value in the products.
- (h) Strugglers are poor with little education. They have few resources and focus on living for the moment. They tend to be less educated, low skilled, elderly and concerned about their health. They do not show a strong self orientation. Strugglers are cautious consumers. They are more concerned about safety and

security. They are loyal to favorite brands. They are unimpressed by material possessions, except those that are practical, such as tools. Politically, they are conservative, suspicious of new ideas, respectful of government authority and organized labor. They are unimpressed by materialistic possessions.

Kahle (1993) developed the most simplified system of values, the LOV (List of Values) System. The goal of the LOV scale is to assess the dominant values of a person. Kahle summarized thirty six values of Rokeach into nine. He conducted interviews to classify the values in order of importance. The sample of the study consisted of German and American adults. The nine values assessed by LOV were: self-fulfillment, excitement, sense of accomplishment, self respect, sense of belonging, being well respected, security, fun and enjoyment, and warm relationship with others. LOV scale has three dimensions. Questions related to self-fulfillment, excitement, sense of accomplishment and self respect represents internal nature of the individual. Questions related to sense of belonging, being well respected and security represents a focus on external world. Questions regarding the fun and enjoyment and warm relationships with others, reflects an interpersonal orientation.

Socio-graphic Approaches

These approaches consider lifestyle as a fashionable way of thinking. The subject of the study is conscious and rational attitudes and opinions expressed as general rules on lifestyles. In these approaches sets of attitudes classify individuals. Cathalet (1993) defined attitude as a general tendency to orientate judgments and behaviors in a certain direction. Yenkelovich (1971) stated that socio-graphic approaches are concerned with historical development. In this approach, the data

processing is analytical as each socio-cultural current is measured for its social penetration.

Yenkelovich (1971) developed a Yenkelovich's Monitor defined a list of twenty six socio cultural currents measured by scales of attitudes and judgments in USA. The currents included introspection, personal creativity, tolerance and drugs etc. Individuals were defined by their degree of respective ness to a group of socio-cultural currents.

Aesop (as cited in Cathélet, 1993) developed Aesop's barometer in France. It was concerned with classifying individuals by current themes as models of perception, judgment and reaction.

Mechanistic Approaches

These approaches view the lifestyle as a condition of existence and a manner of being. Inspiration of this approach is purely behaviorist and positivist. These studies provide a materialistic concept of the social individual. These approaches are least theoretical and conceptual (Wind, 1978).

Wind (1978) developed the AIO (Attitude, Interest and Opinion) system in the United States. It assessed the person in the context of living conditions; environmental determinants; social, professional and family status; equipment and possessions; and behavioral habits.

Scardigli (as cited in Cathélet, 1993) developed annual analyses of French living conditions at Credoc. These multi sector studies stress behavior, habit, and actual living conditions. The analyses of the Credoc studies elaborated the perspective scenario of society such as a society in disarray scenario predicting weak and irregular growth.

Claritus (as cited in Cathélet, 1993) developed the Pryzm System in the United States to offer a practical-geo social typology of group of consumers with similar purchasing power and ways of consumption. Five main variables of the Pryzm System were: wealth and social status; standard of living; ethnic roots and allegiances; mobility and place of residence; and general socio demographic data. Consumers are divided into clusters on the basis of lifestyle. This system defines the lifestyle as a group of signs of social status embodied in possessions. Prizm system is a set of 62 life-style clusters organized into 12 broad social groups. Life-style segmentation is based on the idea that the more you know and understand about consumers, the more effectively you can communicate and market to them. The underlying assumption here is that consumers express their personalities through their behaviors. People with different personalities exhibit different behaviors or similar behaviors for different reasons.

In Symbolic Kit Analyses, Levy (as cited in Cathélet, 1993) found that consumers buy things for their utilitarian function and for the symbols they represent. He defined life style from the general purchases made by an individual, his choice of brands and general behavior and attitudes.

Albert and Gelty (as cited in Cathélet, 1993) define sixteen basic ranges of lifestyle from a survey of five thousand people and eighty products and services. For example, they described that drinkers of brand X are fond of open air life and drinkers of brand Y are travelers, car fanatics and cocktail drinkers.

Synthetic Approach (Socio Style System)

Cathélet (1993) developed this system at Centre de Communication Avance (CCA) France and later in USA, in 15 countries of Western Europe and in the Caribbean region. It is a multidimensional approach to achieve a synthesis among the respective values and intrinsic techniques of different schools. It defined lifestyle as a

multidimensional way containing variables like living conditions, behaviors, judgments, irrational attitudes, emotions, motivations and unconscious dreams.

Cathelet (1993) used multi sector data bases considering private, social, political and cultural life of individuals to obtain synthetic information. Socio-cultural constructs and socio-style typology were used to find out results. Socio-cultural currents measure the competitive equilibrium of fashionable topics and ideas at a given moment and the evolution of mentalities and values over a period of time. Socio-style typology is the segmentation of population at given moment and the evolution of customers over a period. This approach divides customers of a market or sector into specific groups and locates the competing positions of ideas, products, brands, images, and messages etc. This approach offers an understanding of the structure and development of socio-cultural environment to the social and economic decision makers. Socio-style is an innovative technique and is equally applicable to social, cultural, political and economics and business problems.

In all above lifestyle approaches, following points were common:

- (a) Studies focused on social, cultural or commercial subject in the specific market
- (b) Separate collection and processing of psychological and behavioral data
- (c) One-off studies of individuals, particularly their psychology
- (d) Exclusive description of populations classified by their socio demographic and economic identity (i.e. sex, age, income etc)

Riche (1989) suggested that the concept of lifestyle has been used for various purposes, such as, reflection of the personality and its monitoring values, or a sign of social stereotyping.

Using Concept of Lifestyle in Marketing

The use of lifestyle segmentation in marketing are useful in presenting research findings, selecting media, formulating useful strategies, positioning products and improving retail performance. Duff (2001) stated that companies should build their marketing plans and strategies on lifestyle. Blackwell, Roger, and Talarzyk (1983) stated that lifestyle retailing can be described as the policy of tailoring a retail offer, or a portfolio of retail offers, closely to the life-styles of specific market segments. Helman and Chernatony (1999) stated that lifestyle retailing embodies a distinct set of lifestyle values, which appeal to a particular consumer segments.

Plummer (1974) claimed that there are several benefits from using lifestyle segmentation, such as richer definition of the key target. He argued that lifestyle segmentation could be used to compliment other pieces of information when positioning a product. He also found that Lifestyle data can also be applied when designing advertising, in order to create the appropriate tone of voice for different target groups.

Moven (1995) argued that the lifestyle scales, describes individuals in a way that helps managers to segment the market place, position products, and develop marketing mix strategy. Lifestyle has important implications for developing the profile and full description of the target market. For this, various methods like AIO, VALS, and LOV etc can be used.

Newman and Cullen (2002) stated that marketers can develop cross-cultural and national marketing strategies around these identifiable market segments. The ad agency Backer Spielvogel Bates (as cited in Newman & Cullen, 2002) ran a global scan survey to understand European consumers in seventeen countries. This study identified five global psychographic types: strivers, achievers, pressures, adapters, and traditionals. It

also identified 250 attitudes. This scan was a helpful tool for identifying consumer similarities across national boundaries. Through this global scan the researchers were able to study consumer attitudes and values, media viewer ship, buying, and product or brand use.

Likewise, the advertising agency D,Arcey Masius Benton and Bowles (DMB&B) (as cited in Cathélet, 1993) did a survey in 15 countries. This study divided European countries into four European groups: successful idealists, affluent materialists, comfortable belongers, and disaffected survivors.

To know the lifestyle of consumers, researches were also conducted in Asian countries like Japan, Malaysia, Singapore, Taiwan and Thailand to develop Asian styles. Dentsu Consumer Value Survey (as cited in Jiuan, Jung, Wirtz, & Keng, 1999) presented four lifestyle clusters: achievers, intelligent, group merit and membership dependent in Japan.

Survey Research Group (SRG) (as cited in Jiuan, et, al, 1999) identified seven clusters: yesterday people, village trendsetters, chameleon, loners, the new breed, yuppies, and sleepwalkers in Malaysia. In Singapore, SRG identified seven clusters: aspirer, pragmatist, entrepreneur, independent, new age family oriented, traditional family oriented, and materialist.

SRG identified eight clusters in Taiwan. These were as follows: The traditional home-bodies, the confident traditionalists, the family centered fatalists, the lethargic, the middle-class hopefuls, the disconnected moderns, the rebellious young, and the young strivers.

In Thailand, nine distinct segments were derived by SRG. These were as follows: today's women, the comfortable middle class, we got the blues, mainstream belongers, young achievers, young at heart, trying to make it, the left outs and almost. These clusters actually describes market segments and differences in the labels of

clusters shows that there are differences in attitudes, values and traits between these market segments.

Moven (1995) stated that Information gleaned from the lifestyle scales can be used to make decisions about the product development, and promotional strategy. In addition, lifestyle information can be used to identify appropriate positioning objectives. Highly effective advertisements can be developed on the basis of the derived lifestyle sought by the target group.

Duff (2001) stated that life-style marketing and merchandising have increasingly come to dominate how retailers approach consumers, and this has powerfully impacted how product is offered to different target markets with different life-style orientations. Harcar, Kayanak, and Kucukemiroglu (2004) stated that segment marketing is growing as a tool for financial service industries such as banking. Services companies such as banks, insurance and investment companies also have established multi-cultural marketing units and have moved in the direction of searching for new assets with marketing campaigns created in the languages and reflective of the life-style patterns of ethnic consumers.

For example, McConkey and Warren (1987) developed psychographic and demographic profiles of heavier, lighter, and non purchasers of state lottery tickets. In the study, they used a six point agree-disagree scale from definitely disagree (1) to definitely agree (6) to obtain psychographic measures. They developed few lifestyle items especially for the study and the majorities of items were taken from previous researches. They obtained demographic and socioeconomic data including age, marital status, family composition, employment status and reason for such status, occupation, education, type and ownership of dwelling, and income. They used factor analyses to group 200 psychographic statements. Cronbach's (1951) Alpha coefficient was calculated for each factor as a measure of reliability. The purchase groups were selected on the bases of

frequency of purchases. These groups included non-purchasers, lighter purchasers (1-11 times per year), and heavier purchasers (12 or more times per year). Results indicated that each of the three purchase groups has unique identifiable lifestyle characteristics.

Besides the general patterns of lifestyle, many companies have performed life-style studies focused on consumer and household life-styles which are most appropriate to the products and services they are selling. In Consumer Psychology, most of the applications of the life style were conducted for marketing needs.

Janaka and Osman (1999) conducted a study to generate the psychographic dimensions of the home PC consumers in Penang. They explored the demographics (ethnic, education, marital status, gender, age and income) of respondents to find a clue of how representative the sample response to the Penang population. They presented lifestyle as well as consumer decision style variables in five-point likert scale in questionnaire. They used one way analysis of variance to characterize lifestyle segments in terms of demographics variable. By this study, they outlined seven psychographic segments; the workaholics, concerned citizens, excitement seekers, inquisitive doers, confident, traditionalists and the trend seekers.

Duff (2001) studied women's clothing preferences as a category based approach to life-styles, and found that they are affected more by life-style than by age. They illustrated that consumer and household life-styles to specific product categories and services has created new marketing concepts such as life-style marketing, life-style retailing and life-style merchandising.

Cable News Network (CNN) (as cited in Newman & Cullen, 2002) produced the Mosaic system that used a combination of economic, social, and geographical factors when constructing consumer lifestyle profiles. These data allow classifying each household in a postcode area as belonging to specific groups. This allowed all

types of retail businesses to target specific consumers within streets, districts and other defined locations.

Latham (1993) conducted a study to explain changing North American values and lifestyles in the 21st century as well as their marketing policy implications. It was based on existing consumer behavior and life-styles analysis literature. Hill (1997) also suggested that additional studies in lifestyle should focus on lifestyle segments identified by earlier studies.

Gilbert and Warren (1995) conducted research to first describe the measurement of five psychographic constructs and then provided a method for relating these constructs to demographic characteristics. They used a 5-point scale described by the words strongly agree (1), agree (2), un-sure (3), disagree (4), and strongly disagree (5). They considered following demographic categories: (a) income (Under 20,000\$; 20,000\$ to 34,999\$; and 35,000\$ and over); (b) gender; (c) employment (employed, unemployed); (d) ownership (own, rent); (e) age (under 25, 25-34 , 35-49, 50 and over); (f) education (grade school, High school college graduate, work). They assessed the constructs by using lisrel VI, which then, based on multivariate analyses of variance were related to demographic segments. Their model represented a confirmatory factor structure for the five constructs: economizer, credit user, independent, home oriented, and fashionable. These findings supported the association between demographic characteristics and psychographics.

Bashir (1996) developed a psychographic inventory for segmentation of married women. Item pool was developed by using information obtained through semi-structured interviews. By factor analyses, six lifestyle segments were obtained in the study. These were; demonstrative, pragmatic, conventional, perceptive, economical, and impulsive. The demographics included profession (working, non-working) and

socioeconomic status (upper middle class, lower middle class) of women. Lifestyle differences between sample groups were highlighted by using t-test.

Fatima (2001) segmented the married female cooking oil users on the basis of lifestyle characteristics and benefits sought from the product. Six lifestyle segments obtained in this study were; outdoor type, price oriented, health conscious, home body, sociable and media oriented. This study showed significant differences in the lifestyle characteristics of working and nonworking women.

Rationale of the Study

The basic purpose of present study is to develop a lifestyle inventory that would help to obtain more comprehensive and penetrating profiles of lifestyle of consumers. It will lead to organize much isolated data about consumers into useful information. In Pakistan, economy is developing rapidly and there are many producers of fast moving consumer goods. This growth has led to tough competition among producers of FMCGs. In consumer oriented working environment, the key to success is knowledge about lifestyle of consumers. Organizations that would have little knowledge about consumers will be able to design consumer specific products and services. This will lead them to better market share and profitability. This study aims to aid the marketing managers and researchers in understanding of lifestyle of consumers.

The basic premise of developing the lifestyle inventory is to know consumers more effectively for better communication with them. In the coming days, the high impact of lifestyles of consumers on marketing management will not be surprising. In marketing discipline, the key to success for marketing managers is to facilitate the exchange process. For this, they view the consumers as focal point of their marketing effort. Vyncke (2002) stated that lifestyle research is of capital interest for communication managers to visualize their audiences more effectively and marketing

communication is more effective when end-user lifestyle profiles are understood and reflected in the content of the message. Lifestyle segments of consumers identified by this study can be useful for the marketing managers to have better understanding of the consumers.

By matching relevant lifestyle dimensions to FMCG product attributes, it may be possible to use the findings of this study to fulfill the marketer's basic goal of predicting consumer responses to specific products. It will be possible to know the factors that motivate and guide purchase of consumers. By knowing that, business organizations can set their strategies to become friendlier to their consumers.

METHOD

METHOD

The present study was aimed to develop a Lifestyle Inventory for the consumers of fast moving consumer goods.

Objectives

The main objectives of the study were as follows:

- To develop a lifestyle inventory for consumers of fast moving consumers goods
- To see the impact of age on the lifestyle of consumers of fast moving consumers goods
- To see the impact of lifestyle segments on the usage frequency of common fast moving consumers goods
- To compare the lifestyle segments with demographic variable (gender, education, city, socio-economic status, profession, and marital status)
- To develop profile of consumers of fast moving consumers goods on the basis of lifestyle and demographic characteristics.

Research Design

In order to achieve above objectives the research was conducted in four phases. Phase-I was designed to generated item pool for lifestyle inventory, where as main study included other three phases. Phase-II was focused on selection of final item pool for lifestyle inventory. Phase-III was designed to check the reliability of inventory for men and women separately and to test the generalization of inventory across

population. Phase-IV was conducted to compare the lifestyle with demographics and to see the impact of lifestyle on frequencies of the usage of FMCGs. Lifestyle profile of the consumers of FMCGs was also developed in this phase.

Phase-I

Objectives

- To generate a pool of items for lifestyle inventory
- To select common fast moving consumer goods used by consumers

Instruments

Focus Group Screener

Focus group screener (Appendix A) was developed to screen out participants for discussion. The inclusion criterion for participants was: a) users of fast moving consumer b) minimum age of 25 years c) and minimum education of 14 years for men and minimum education of 12 years for women. In this criterion, education for women is less than men because in Pakistan literacy rate of women is less than men. Same criterion was used in other phases of the study.

Socio-economic Status Scale

Socio-economic Status Scale (SES Scale) developed by Gallup Pakistan (2005) was used to find out the socio economic status of participants (Appendix B). It classified the participants on the basis of their education and profession of the head of household. This scale classifies the individuals into upper class, middle class, lower class and very lower class. The sample of this study consisted of respondents from

upper class, middle class, lower class. This SES Scale was also used in other phases of the study.

Discussion guide

Discussion guide (Appendix C) was developed on the basis of factors included in each of the four dimensions (activities, interests, opinions and demographics) of life style presented by Plummer (1974). In this interview guide activities were considered as the manifest actions (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc.). Interest was the degree of excitement in some objects, events or topics (family, home, job, community, recreation, fashion, food, media, achievements, etc.) and accompanies both special and continuing attention to it. Opinions were descriptive beliefs of oneself, social issues, politics, business, economics, education, products, future, culture, etc.

Sample

The population of this study was consumers of Fast Moving Consumer Goods living at Islamabad, Rawalpindi and Multan. The sampling frame was not ideal as all units of population were not listed. Purposive sampling was used. Inclusion criterion was users of fast moving consumer goods with minimum age of 25 years, living in the cities of Islamabad, Multan and Rawalpindi. However, an inclusion criterion for education of men and women was different. Minimum education for women was 12 years and for men it was 14 years. This was done because literacy rate of women is 40 %, while literacy rate of men is 60 % in the country (Economic Survey, 2005).

Focus group screener was used to have homogenous groups of participants for focus groups discussion. By using Focus group screener a sample of 94 consumers of FMCGs was taken from Islamabad, Rawalpindi and Multan. Number of men and

women contacted was 200 and 130 screened, were invited for discussion (see Appendix D for the Invitation Letter).

Finally, 40 men and 54 women participated in the discussion. Out of 94, only 44 participants had completed 14 years of education, while 50 participants had completed 16 years of education. There were 50 participants from upper class, 30 from middle class and 11 from lower class. The mean age of the participants was 37 Years. The age of the youngest participant was 25 years and age of the oldest participant was 56 years. There were 20 participants from Islamabad, 26 participants from Rawalpindi and 48 participants from Multan.

Procedure

Focus groups were carried out to have primary data about lifestyle of participants. Nine focus groups were conducted. Five focus groups were conducted at Multan, two at Rawalpindi and two at Islamabad. In four focus groups, all participants were men and the moderator and co-moderator were also men. While in five focus groups all participants were women and the moderator and co-moderator were also women. In five focus groups, age range of participants was 25 to 34 years. And in four focus groups, age range of participants was 35 to 44 years. Each discussion took an average of 90 minutes with no interval. In the debriefing session the queries of the participants about the topic were answered. All the discussions were recorded by audio tape recorder.

Findings

The contents of the discussions were analyzed to identify frequently mentioned comments with the help of summary of the focus groups (see Appendix E) developed from transcriptions of audio recordings and notes taken by the co-moderator.

Frequently mentioned comments were used to construct 184 items (see Appendix F for the Initial Item Pool). 71 items were about activities, 53 items were related to interests and 60 items were to describe opinions of the participants.

Committee Approach

Committee approach was used to check the 184 items. The list of 184 items was given to 7 experts (4 Psychologists, 2 sociologists and 1 anthropologist). They were briefed about lifestyle and were requested to carefully identify statements which: a) are not clear in expression; b) do not have face validity; c) contain redundant words; d) are similar with any other item; and e) are unsuitable for five point scale (see Appendix G for the Request for Opinion). As a result of committee approach, a final list of 158 statements was prepared covering different aspects of lifestyle. 56 items were related to activities, 50 items were related to interests and 52 items were related to opinions.

Categorization of Items

The items were categorized into eight categories mentioned in VALS-2. This was done with the help of three expert judges (one Psychologist, one Sociologist and one Anthropologist) who have an insight into the issues pertaining to lifestyle. The judges were explained the eight dimensions of lifestyle as described in VALS2 and were asked to categorize the items in these dimensions of lifestyle. In the item pool of 158 items, the judges put 31 items in the dimension of actualizers; 12 items in fulfilleds; 17 items in believers; 17 items in achievers; 19 items in strivers; 31 items in experiencers; 11 items in makers; and 20 items in strugglers (see Appendix H for the 158 Categorized Items).

Selection of Commonly Used FMCGs

Commonly used products were selected from five categories including: soaps, washing powders, shampoo, skin-creams, toothpaste and cold drinks. During focus groups each participant was asked to tell the brand names of products used by them in above categories. By the analyses of their responses 20 products (Appendix I) were selected for the final study.

Main Study

Phase-II

Objectives

- To select the final items for subscales on inventory on the bases of item total correlation
- To determine the reliability of the inventory
- To know the frequency of the use of common FMCGs

Instruments

Initial Lifestyle Inventory for Consumers

Initial Lifestyle Inventory for Consumers consisted of 158 items selected in the first phase. Respondents were asked to respond on a five point scale. The options given to respondents were as follows:

کافی حد تک متفق	4	مکمل طور پر غیر متفق	1
مکمل طور پر متفق	5	کافی حد تک غیر متفق	2
		کچھ حد تک متفق	3

Information Sheet

Information sheet was developed to inquire about the basic demographics variables mentioned by Plummer (1974) while developing the dimensions of lifestyle. These were age, education, gender, marital status, occupation, and city (see Appendix K for the Information Sheet).

Socio-economic Status Scale

Socio-economic Status Scale used in the phase-I was used to know the socio-economic status of the respondents in the phase-II.

Product Usage Frequency Scale

Product Usage Frequency Scale (Appendix I) consisted of 20 products selected in the first phase. Respondents were asked to respond on a five point scale. The options given to respondents were as follows:

- | | |
|----------------------|--------------------|
| 1 = Use Never | 4 = Use frequently |
| 2 = Use Seldom | 5 = Use Always |
| 3 = Use Occasionally | |

Procedure

This phase was done in two stages:

Stage 1: Pre-try out

In this stage the Initial Lifestyle Inventory for Consumers was administered to check the vocabulary of the items.

Sample: Sample consisted of 20 Consumers of fast moving consumer goods living in Islamabad. 10 were men and 10 were women.

Procedure: Initial Lifestyle Inventory for Consumers was administered individually, and the respondents were requested to fill the questionnaire by monitoring the understandability of the statements and indicating the words that were misleading or difficult to understand. The results of pre-tryout stage indicated that there was no confusion in the vocabulary of the items.

Stage 2: Try out of the Inventory

Sample: Inclusion criterion was similar to that of Phase-I. The sample for this stage consisted of 482 consumers of FMCGs. The majority of the respondents were from Multan (199), followed by Rawalpindi (185) and Islamabad (98). As many as 249 of the respondents had up to 14 years of education, while 233 had education of above 14 years. 320 respondents were married, while 162 were single. 104 respondents were from upper class, followed by 204 from middle class and 174 were from lower class.

There were 230 men and 252 women. Mean age of the respondents was 35 years. The age of the youngest respondents was 25 years and age of the oldest participant was 65 years. Respondents belonged to different occupations and professions such as private sector employees, public sector employees, house workers, businessmen, students, unemployed and professionals (doctors, engineers, architectures, and chartered accountants).

107 respondents were students, 95 were non working and 280 respondents were working. Non working category included unemployed and house wives. Working category included: employees at public and private organizations, professionals, businessmen and landlords.

Procedure: The respondents were approached at their homes or at their work places. All questionnaires were administered individually. Written instructions (see

Appendix L for the Instructions) were given on the each questionnaire and respondents were briefly told about the study. Product Usage Frequency Scale and Socio-economic status scale were also administered along with the Initial Lifestyle Inventory.

Respondents were assured that information obtained from them will only be used for research purpose and will be kept confidential. Six hundred and eighty forms were distributed to the selected respondents and the return rate was 84%. Five hundred and eleven forms were collected back.

Data Analysis: For the analyses, all the data was computerized by using Epi-data; a data entry software. Later, data was exported to SPSS (Statistical Package for the Social Sciences) for further processing. Before doing any computations, feasibility of data for analyses was assessed. In order to handle the missing values in the data, multiple approaches were used. 19 cases having 20% or more missing values were excluded from the study before the final analyses. While 35 cases were having few missing values, and those were filled by using prior knowledge (median) and inserting mean values. There were 10 cases with unusual pattern of responses. They were also excluded form the study. Hence responses of 482 cases were used at this stage of study.

Findings

The phase-II of the study was aimed at constructing the Lifestyle Inventory for Consumers and measuring the psychometric properties of the inventory.

Item total correlations for the items with in each category were calculated to have final items. The results yielded 82 items significantly correlated at $p < .01$ and above, the r ranged from .31 to .52 (see Appendix J for the r scores of the 158 items). Therefore, these items were included in the final Lifestyle inventory of consumers. In the inventory of 82 items, 17 items were in the dimension of actualizers; 8 items were in believers; 11 items were in experiencers; 10 items were in achievers; 8 items were in

strivers;6items were in makers;9items were in fulfilleds; and 13 items were in Strugglers (see Appendix M for the Lifestyle Inventory of Consumers).

Reliability of inventory was determined by item total correlations, Cronbach,s Alpha Coefficient, Split half reliability, and inter scale correlation coefficients for subscales and total lifestyle inventory.

Phase-III: Generalizability and Validity of the LSIC

This phase involved assessing the degree of generalizability of the results to the population.

Objectives

- To see the reliability of test for male consumers and female consumers separately
- To test the validity and generalization of inventory across population

Procedure

Phase-III was completed in two stages:

Stage-I

Objective: To see the reliability of test for male consumers and female consumers separately

Sample: For this, the original sample was split on gender bases. Sub sample A consisted of 230 men. The mean age of the respondents was 40.3. There were 116 respondents with 14 years of education, while 114 respondents were with education of above 14 years. 163 respondents were married, while 67 were single. 163 respondents

were working, 58 were students and only 9 were non working. 53 respondents belonged to upper class, 64 were from lower class and 113 respondents were from lower class. 54 of them were from Islamabad, 58 were from Rawalpindi and 118 were from Multan.

Sub sample B consisted of 252 women with mean age of 38 years. 133 respondents were having education up to 14 years, while 119 respondents were having education above 14 years. 157 women were married, while 95 women were single. 117 were working, 49 were student, and 86 were non working. 110 of the respondents were from lower class followed by 91 from the upper class and 51 from the upper class. Most of them were from Rawalpindi (127), followed by Multan (81) and Islamabad (44).

Procedure: Psychometric of sub sample A and B were computed separately and results were found statistically significant.

Stage-II

Objective: To test the generalization and validity of inventory across population

Sample: A new independent sample of 150 consumers of fast moving consumer goods was taken. The inclusion criterion was similar to that used in Phase-I of the study. There were 88 men and 62 women in the sample. 53 respondents were having Up to 14 years of education, 97 respondents were having above 14 years of education. Most of the respondents were married (101) followed by single (49). 79 respondents were working, 56 respondents were students, and 15 were nonworking. 101 of them were from upper class, followed by 43 from the middle class, and 6 from the lower class. Most of them (108) were from Islamabad, 39 were from Rawalpindi and 3 were from Multan.

Procedure: Respondents were approached at their homes and at their work places and were requested to complete an information sheet, Lifestyle Inventory for Consumers, Product Usage Frequency Scale and Socio-economic Status Scale. These were administered individually. Written instructions were given on the each questionnaire and respondents were briefly told about the study. Respondents were assured that information obtained from them will only be used for research purposes and will be kept confidential. After the completion, the questionnaires were collected and were inspected for the missing data. All the data was computerized and psychometric properties of the inventory were analyzed.

Phase-IV: Application of the LSIC

This phase was conducted to assess the applicability of the developed inventory.

Objectives

- To see the impact of age on the lifestyle of consumers of fast moving consumers goods
- To see the impact of lifestyle segments on the usage frequency of common fast moving consumers goods
- To compare the lifestyle segments with demographic variable (gender, education, city, socio-economic status, profession, and marital status)
- To develop profile of consumers of fast moving consumers goods on the basis of lifestyle and demographic characteristics.

Instruments

Instruments used in this phase included: Initial Lifestyle Inventory for Consumers (LSIC); Information Sheet; *Socio-economic Status Scale*; and Product Usage Frequency Scale.

Sample

Sample for this phase consisted of 632 consumers of FMCGs. The mean age of the respondents was 37 years. Most of the respondents (346) were having education of above 14 years, while 286 respondents were having education up to 14 years. 318 were male consumers and 314 were female consumers. 421 respondents were married and 211 were single. 359 respondents were working, followed by 163 students and 110 non working. 205 respondents were from upper class, 247 were from middle class, while 180 respondents were from lower class. 224 of the respondents were from Rawalpindi, followed by 206 of the respondents from Islamabad and 202 respondents were from Multan.

Procedure

Statistical package for social sciences (SPSS) was used to analyze the data. Linear regression was computed to see the impact of age on Lifestyle and lifestyle segments. Similarly, impact of lifestyle segments on usage frequency of common fast moving consumer goods was also assessed by linear regression analyses. t-test was computed to compare the lifestyle and lifestyle segments with education, and gender and marital status of respondents. One way analyses of variance was computed to compare lifestyle and lifestyle segments with socioeconomic status, city, and work of consumers of FMCGs.

RESULTS

RESULTS

The data of the present study was analyzed to develop the lifestyle inventory of consumers. In phase-I of the study, an initial items pool of 184 items was obtained through focus group and 158 items were selected for the lifestyle Inventory by committee approach. Other three phases were part of main study and results of these phases were as follows:

Results of Phase-II**Table 2**

Item-total correlations of Lifestyle Inventory for Consumers (LSIC) (N = 482)

Items	Correlations	Items	Correlations	Items	Correlations
1	.37**	11	.38**	22	.45**
2	.32**	12	.51**	21	.55**
3	.37**	13	.61**	23	.46**
4	.55**	14	.39**	24	.55**
5	.28**	15	.48**	25	.58**
6	.47**	16	.54**	26	.45**
7	.26**	17	.62**	27	.53**
8	.46**	18	.63**	28	.43**
9	.67**	19	.53**	29	.32**
10	.40**	20	.33**	30	.39**

Cont...

Items	Correlations	Items	Correlations	Items	Correlations
31	.23**	49	.51**	67	.63**
32	.31**	50	.53**	68	.59**
33	.26**	51	.42**	69	.43**
34	.35**	52	.33**	70	.53**
35	.54**	53	.14*	71	.36**
36	.46**	54	.44**	72	.61**
37	.53**	55	.37**	73	.61**
38	.37**	56	.21**	74	.57**
39	.48**	57	.39**	75	.27**
40	.39**	58	.34**	76	.39**
41	.46**	59	.48**	77	.48**
42	.47**	60	.53**	78	.48**
43	.60**	61	.44**	79	.38**
44	.61**	62	.49**	80	.39**
45	.45**	63	.35**	81	.51**
46	.44**	64	.51**	82	.50**
47	.39**	65	.56**		
48	.56**	66	.43**		

* $p < .05$, ** $p < .01$

Item total correlation was calculated to test the relevance of items with the inventory and to determine the internal consistency of inventory. Results in the table 2 indicate that all the items are significantly correlated with r value ranging from .14 to .63.

Table 3

Alpha Reliability Coefficient of total and subscales of Lifestyle Inventory for Consumers (LSIC) (N = 482)

S. No	Subscales	No. of Items	Alpha Coefficient
I	Actualizers	17	.81
II	Believers	08	.75
III	Experiencers	11	.68
IV	Achievers	10	.77
V	Strivers	08	.61
VI	Makers	06	.56
VII	Fulfilleds	09	.75
VIII	Strugglers	13	.81
	Total LSIC	82	.95

Initial psychometric analyses, using Cronbach Alpha Coefficient determined an internal consistency coefficient of .95 for the entire inventory. For subscales it ranges from .56 to .81.

Table 4

Inter-scale correlation coefficients for sub-scales and total scale scores on Lifestyle Inventory for Consumers (LSIC) (N=482)

S.#	Segments	I	II	III	IV	V	VI	VII	VIII
I	Actualizers								
II	Believers	.72**							
III	Experiencers	.69**	.60**						
IV	Achievers	.73**	.73**	.62**					
V	Strivers	.62**	.62**	.61**	.55**				
VI	Makers	.63**	.55**	.42**	.60**	.40**			
VII	Fulfilleds	.72**	.75**	.58**	.66**	.61**	.55**		
VIII	Strugglers	.65**	.68**	.61**	.62**	.73**	.44**	.71**	
	Total LSIC	.89**	.86**	.79**	.84**	.77**	.67**	.85**	.84**

** $p < 0.01$

The internal consistency was further determined by inter correlation of every sub scale as well as with that of total score on inventory. Table 4 show that all the inter scale correlations were highly significant ranging from .40 to .89.

Table 5

Split half Correlation Coefficient among total and subscales of Lifestyle Inventory for Consumers (LSIC) (N = 482)

S. No	Subscales	No. of Items	Correlation
I	Actualizers	17	.73
II	Believers	08	.75
III	Experiencers	11	.66
IV	Achievers	10	.69
V	Strivers	08	.62
VI	Makers	06	.64
VII	Fulfilleds	09	.68
VIII	Strugglers	13	.79
	Total LSIC	82	.93

To calculate the split half reliability coefficient, lifestyle inventory was divided in to two parts with 41 items in the first part and 41 items in the second part on the basis of odd even items. The correlation coefficient between two parts was found .93 and for the subscales it ranges from .62 to .79.

Table 6

Alpha Reliability Coefficient of Product Usage Frequency Scale (PUFS) (N = 482)

Scale	No. of Items	Alpha Coefficient
Product Usage Frequency Scale	20	.63

Results in table 6 shows that PUFS has significant alpha reliability of .63.

Table 7*Item Total Correlations for Product Usage Frequency Scale (PUFS) (N=482)*

Items	Correlations	Items	Correlations
1	.21**	11	.41**
2	.33**	12	.40**
3	.30**	13	.26**
4	.21**	14	.40**
5	.42**	15	.36**
6	.35**	16	.24**
7	.30**	17	.37**
8	.34**	18	.41**
9	.40**	19	.43**
10	.44**	20	.41**

**p < .01

Table 7 indicates that item total correlations are statistically significant ranging from .21 to .44.

Table 8*Split half Correlation Coefficient of Product Usage Frequency Scale (PUFS)(N= 482)*

Scales	No. of Items	Correlation
Product Usage Frequency Scale	20	.59

Table 8 shows that PUFS has significant split half reliability of .59.

Results of Phase-III

Table 9

Item-total correlations of Lifestyle Inventory for Consumers (LSIC) with sub sample of men (N= 230)

Items	Correlations	Items	Correlations	Items	Correlations
1	.42**	19	.56**	37	.60**
2	.35**	20	.36**	38	.40**
3	.47**	21	.56**	39	.45**
4	.68**	22	.52**	40	.44**
5	.32**	23	.50**	41	.60**
6	.54**	24	.60**	42	.40**
7	.28**	25	.59**	43	.40**
8	.47**	26	.49**	44	.47**
9	.70**	27	.51**	45	.60**
10	.45**	28	.36**	46	.64**
11	.44**	29	.52**	47	.39**
12	.46**	30	.41**	48	.52**
13	.59**	31	.25**	49	.33**
14	.41**	32	.32**	50	.54**
15	.51**	33	.26**	51	.50**
16	.54**	34	.38**	52	.55**
17	.63**	35	.57**	53	.43**
18	.61**	36	.40**	54	.38**

Cont...

Items	Correlations	Items	Correlations	Items	Correlations
55	.40**	68	.51**	81	.45**
56	.15*	69	.38**	82	.50**
57	.32**	70	.49**		
58	.40**	71	.37**		
59	.46**	72	.62**		
60	.57**	73	.64**		
61	.52**	74	.59**		
62	.51**	75	.24*		
63	.47**	76	.40**		
64	.47**	77	.55**		
65	.50**	78	.54**		
66	.46**	79	.28**		
67	.62**	80	.41**		

* $p < .05$, ** $p < .01$

Results in the table 9 show that item total correlations for items 53, 56 and 75 are significant with $r = .11$, $.15$ and $.24$ respectively. While item total correlation of other items are highly significant ranging form $.25$ to $.64$.

Table 10

Inter-scale correlation coefficients for sub-scales and total scale scores on Lifestyle Inventory for Consumers (LSIC) with sub sample of men (N= 230)

S.#	Segments	I	II	III	IV	V	VI	VII	VIII
I	Actualizers								
II	Believers	.72**							
III	Experiencers	.71**	.61**						
IV	Achievers	.75**	.72**	.65**					
V	Strivers	.59**	.62**	.60**	.58**				
VI	Makers	.65**	.56**	.40**	.57**	.40**			
VII	Fulfilleds	.69**	.77**	.56**	.69**	.60**	.51**		
VIII	Strugglers	.68**	.72**	.58**	.66**	.75**	.45**	.75**	
	Total LSIC	.90**	.86**	.79**	.85**	.77**	.66**	.84**	.86**

** $p < 0.01$

Table 10 indicates that inter correlations of every sub scale as well as with that of total score on inventory are highly significant ranging from .40 to .90.

Table 11

Alpha Reliability Coefficient of total and subscales of Lifestyle Inventory for Consumers (LSIC) with sub sample of men (N= 230)

S. No	Subscales	No. of Items	Alpha Coefficient
I	Actualizers	17	.84
II	Believers	08	.77
III	Experiencers	11	.71
IV	Achievers	10	.76
V	Strivers	08	.61
VI	Makers	06	.56
VII	Fulfilleds	09	.75
VIII	Strugglers	13	.80
	Total LSIC	82	.95

Results in table 11 indicated that Cronbach Alpha Coefficient for the LSIC is .95 that is significant. Alpha coefficient is also significant for subscales ranging from .56 to .84.

Table 12

Split half Correlation Coefficient among total and subscales of Lifestyle Inventory for Consumers (LSIC) with sub sample of men (N= 230)

S. No	Subscales	No. of Items	Correlation
I	Actualizers	17	.75
II	Believers	08	.79
III	Experiencers	11	.68
IV	Achievers	10	.71
V	Strivers	08	.64
VI	Makers	06	.61
VII	Fulfilleds	09	.72
VIII	Strugglers	13	.78
	Total LSIC	82	.92

Table 12 shows that the split half correlation coefficient between two parts is .92 that is significant. Split half correlation coefficient is also significant for the subscales ranging from .61 to .79.

Table 13

Item-total correlations of Lifestyle Inventory for Consumers (LSIC) with sub sample of women (N= 252)

Items	Correlations	Items	Correlations	Items	Correlations
1	.35**	19	.52**	37	.46**
2	.31**	20	.39**	38	.36**
3	.26**	21	.56**	39	.54**
4	.42**	22	.42**	40	.34**
5	.25**	23	.43**	41	.53**
6	.42**	24	.51**	42	.48**
7	.25**	25	.58**	43	.61**
8	.46**	26	.42**	44	.58**
9	.65**	27	.56**	45	.53**
10	.41**	28	.50**	46	.43**
11	.36**	29	.21**	47	.46**
12	.57**	30	.39**	48	.58**
13	.64**	31	.20**	49	.51**
14	.38**	32	.29**	50	.52**
15	.46**	33	.27**	51	.41**
16	.55**	34	.33**	52	.28**
17	.62**	35	.52**	53	.16*
18	.65**	36	.53**	54	.42**

Cont.

Items	Correlations	Items	Correlations	Items	Correlations
55	.35**	68	.48**	81	.50**
56	.27**	69	.57**	82	.57**
57	.47**	70	.38**		
58	.32**	71	.60**		
59	.49**	72	.59**		
60	.52**	73	.55**		
61	.43**	74	.30**		
62	.47**	75	.41**		
63	.57**	76	.44**		
64	.63**	77	.43**		
65	.42**	78	.48**		
66	.64**	79	.39**		
67	.67**	80	.56**		

** $p < .01$

Table 13 shows that item total correlations of all the items are highly significant ranging from .20 to .64.

Table 14

Inter-scale correlation coefficients for sub-scales and total scale scores on Lifestyle Inventory for Consumers (LSIC) with sub sample of women (N= 252)

S.#	Segments	I	II	III	IV	V	VI	VII	VIII
I	Actualizers								
II	Believers	.71**							
III	Experiencers	.67**	.60**						
IV	Achievers	.71**	.73**	.58**					
V	Strivers	.64**	.61**	.60**	.53**				
VI	Makers	.62**	.54**	.46**	.63**	.41**			
VII	Fulfilleds	.76**	.75**	.64**	.65**	.65**	.58**		
VIII	Strugglers	.62**	.64**	.62**	.58**	.71**	.43**	.69**	
	Total LSIC	.89**	.84**	.79**	.82**	.78**	.69**	.87**	.82**

** $p < 0.01$

Results in the table 14 shows that inter correlation of every sub scale as well as with that of total score on inventory are highly significant ranging from .41 to .89.

Table 15

Alpha Reliability Coefficient of total and subscales of Lifestyle Inventory for Consumers (LSIC) with sub sample of women (N= 252)

S. No	Subscales	No. of Items	Alpha Coefficient
I	Actualizers	17	.78
II	Believers	08	.74
III	Experiencers	11	.66
IV	Achievers	10	.78
V	Strivers	08	.61
VI	Makers	06	.57
VII	Fulfilleds	09	.75
VIII	Strugglers	13	.82
	Total LSIC	82	.94

Table 15 shows that Cronbach Alpha Coefficient for the inventory is .94 that is significant. Alpha coefficient is also significant for sub scales ranging from .57 to .82.

Table 16

Split half Correlation Coefficient among total and subscales of Lifestyle Inventory for Consumers (LSIC) with sub sample of women (N= 252)

S. No	Subscales	No. of Items	Correlation
I	Actualizers	17	.71
II	Believers	08	.71
III	Experiencers	11	.65
IV	Achievers	10	.68
V	Strivers	08	.62
VI	Makers	06	.64
VII	Fulfilleds	09	.68
VIII	Strugglers	13	.79
	Total LSIC	82	.93

Table 16 shows that split half correlation coefficient for the inventory is .93 and for the subscales it ranges from .62 to .79 that is significant.

Table 17

Item-total correlations of Lifestyle Inventory for Consumers (LSIC) with a new sample (N=150)

Items	Correlations	Items	Correlations	Items	Correlations
1	.36**	19	.49**	37	.24**
2	.52**	20	.46**	38	.29**
3	.42**	21	.37**	39	.40**
4	.49**	22	.42**	40	.44**
5	.20*	23	.45**	41	.43**
6	.48**	24	.40**	42	.35**
7	.37**	25	.48**	43	.45**
8	.47**	26	.19*	44	.42**
9	.40**	27	.18*	45	.38**
10	.33**	28	.17*	46	.39**
11	.35**	29	.49**	47	.48**
12	.27**	30	.17*	48	.56**
13	.35**	31	.23*	49	.35**
14	.37**	32	.32**	50	.39**
15	.41**	33	.33**	51	.34**
16	.47**	34	.20*	52	.17*
17	.37**	35	.17*	53	.19*
18	.46**	36	.29**	54	.24**

Cont...

Items	Correlations	Items	Correlations	Items	Correlations
55	.19*	68	.28**	81	.25**
56	.19*	69	.27**	82	.38**
57	.33**	70	.36**		
58	.25**	71	.27**		
59	.40**	72	.40**		
60	.43**	73	.49**		
61	.37**	74	.50**		
62	.29**	75	.25**		
63	.28**	76	.41**		
64	.43**	77	.41**		
65	.57**	78	.20*		
66	.43**	79	.37**		
67	.40**	80	.30**		

* $p < .05$, ** $p < .01$

Results in the table 17 show that item total correlation of all the items are significant ranging from .17 to .57.

Table 18

Inter-scale correlation coefficients for sub-scales and total scale scores on Lifestyle Inventory for Consumers (LSIC) with a new sample (N=150)

S.#	Segments	I	II	III	IV	V	VI	VII	VIII
I	Actualizers								
II	Believers	.51**							
III	Experiencers	.28**	.61**						
IV	Achievers	.48**	.67**	.15*					
V	Strivers	.19*	.29**	.22*	.19*				
VI	Makers	.27**	.20*	.18*	.30**	.18*			
VII	Fulfilleds	.38**	.60**	.19*	.49**	.19*	.26**		
VIII	Strugglers	.21*	.40**	.38**	.31**	.46**	.21*	.45**	
	Total	.75**	.70**	.38**	.66**	.51**	.46**	.63**	.63**

* $p < .05$ ** $p < 0.01$

Table 18 shows that inter correlation of every sub scale as well as with that of total score on inventory are statistically significant ranging from .15 to .75.

Table 19

Alpha Reliability Coefficient of total and subscales of Lifestyle Inventory for Consumers (LSIC) with a new sample (N=150)

S. No	Subscales	No. of Items	Alpha Coefficient
I	Actualizers	17	.82
II	Believers	08	.77
III	Experiencers	11	.78
IV	Achievers	10	.77
V	Strivers	08	.70
VI	Makers	06	.66
VII	Fulfilleds	09	.73
VIII	Strugglers	13	.80
Total		82	.90

Table 19 shows that Cronbach Alpha Coefficient for the inventory is .90 that is significant. It is also significant for the subscales ranging from .66 to .82.

Table 20

Split half Correlation Coefficient among total and subscales of Lifestyle Inventory for Consumers (LSIC) with a new sample (N=150)

S. No	Subscales	No. of Items	Correlation
I	Actualizers	17	.75
II	Believers	08	.71
III	Experiencers	11	.75
IV	Achievers	10	.65
V	Strivers	08	.46
VI	Makers	06	.62
VII	Fulfilleds	09	.52
VIII	Strugglers	13	.72
Total		82	.66

The split half correlation coefficient was .66 for the inventory and for the subscales it ranges from .46 to .75.

Results of Phase-IV

Table 21

Alpha Reliability Coefficient of total and subscales of Lifestyle Inventory for Consumers (N = 632)

S. no	Subscales	No. of Items	Alpha Coefficient
I	Actualizers	17	.81
II	Believers	08	.75
III	Experiencers	11	.74
IV	Achievers	10	.76
V	Strivers	08	.63
VI	Makers	06	.60
VII	Fulfilleds	09	.74
VIII	Strugglers	13	.81
	Total LSIC	82	.94

To see the reliability of inventory for the present sample Cronbach's Alpha coefficient were calculated. The table above shows the Alpha reliability of the subscales and total inventory. The values indicate the sufficient reliability of the scales and the sub-scales as well.

Table 22

Regression analysis for variable predicting the Lifestyle of Consumers (N=632)

S. no.	Variable	B	SE B	β	t	p
1	Age	.117	.033	.142	3.59	.000**

$R^2 = .020$, $\Delta R^2 = .020$, $F = 12.9$ $p < .000$

The results in the table show R^2 (percentage of dependent variable explained by independent variable) 2.0% of variance. The change in R^2 is .020 with $F=12.9(df=1,630)$ and $p < .000$. The impact of age is therefore significant on lifestyle.

Table 23

Regression analysis for variables predicting the usage frequency of common FMCGs (N=632)

<i>S. no.</i>	<i>Variable</i>	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
1	Actualizers	.09	.056	.11	1.78	.075
2	Believers	.07	.108	.04	.65	.513
3	Experiencers	.18	.052	.16	3.51	.000**
4	Achievers	.14	.083	.10	1.72	.085
5	Strivers	.08	.093	.04	.87	.380
6	Makers	.08	.093	.04	.87	.383
7	Fulfilleds	.20	.092	.14	2.23	.026*
8	Strugglers	.01	.064	.01	.27	.784

$R^2 = .047, \Delta R^2 = .047, F = 3.856 p < .000$

The results in the table show R^2 (percentage of dependent variable explained by independent variables) 4.7% of variance. The change in R^2 is .47 with $F = 3.856 (df=8, 623)$ and $p < .000$. The impact of lifestyle segments is therefore significant on usage frequency of FMCGs.

Table 24

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the gender of Consumers (N=632)

Gender	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Men	318	313.41	40.29		
				1.86	.062
Women	314	319.32	39.32		

df = 630, *p* > .05

Table shows the differences in the mean scores of male and female consumers, on the Lifestyle Inventory for Consumers. The difference in the means of male and female consumers, on the LSIC was found to be statistically non significant (*t*=1.86,*df*=630,*p*>.05).

Table 25

Mean, standard deviation and t-values on sub-totals of activities, interests and opinions comparing the gender of Consumers (N=632)

<i>Scales</i>	Men		Women		<i>t</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
	(n = 318)		(n = 314)			
Activities	107.30	15.00	107.68	14.77	.32	.749
Interests	134.29	18.31	137.52	17.76	2.24	.025*
Opinions	71.81	11.37	74.12	10.76	2.62	.009**

df = 630, **p* < .05, ***p* < .01

Table shows the differences in the mean scores of male and female consumers, on the subtotals of activities, interests and opinions. The differences in the mean of male and female consumers, on the subtotals of opinions (*t* = 2.62, *df* = 630, *p* < .01)

and interests ($t = 2.24, df = 630, p < .05$) were found to be statistically significant. The mean column shows that women were more agreed to interests ($M = 137.52$) and opinions ($M=74.12$) as compared to men ($M = 134.29$) and ($M = 71.81$) respectively.

The differences in the mean of male and female consumers, on the subtotal of activities was found to be statistically non significant ($t = .32, df = 630, p > .05$).

Table 26

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the gender of Non-working Consumers (N=110)

Gender	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Non working Men	40	309.64	35.23		
				.37	.705
Nonworking Women	70	314.12	39.74		

df = 108

Table shows the differences in the mean scores of male and female non-working consumers, on the Lifestyle Inventory for Consumers. The difference in the means of male and female non-working consumers, on the LSIC was found to be statistically non significant ($t=.37, df = 108, p > .05$).

Table 27

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the gender of Student Consumers (N=163)

Gender	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Male Students	87	307.46	47.59		
				.37	.708
Female Students	76	310.16	43.66		

df = 161

Table shows the differences in the mean scores of male and female student consumers, on the Lifestyle Inventory for Consumers. The difference in the means of male and female student consumers, on the LSIC was found to be statistically non significant ($t = .37$, $df = 161$, $p > .05$).

Table 28

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the gender of Working Consumers (N=359)

Gender	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Working Men	219	315.97	37.19		
				3.02	.003**
Working Women	140	327.19	35.60		

df = 357, ** $p < .01$

Table shows the differences in the mean scores of male and female working consumers, on the Lifestyle Inventory for Consumers. The difference in the means of male and female consumers, on the LSIC was found to be statistically significant ($t = 3.02$, $df = 357$, $p < .01$). The mean column shows that working female consumers are more ambitious about lifestyle ($M=327.19$) as compared to working male consumers ($M=315.97$).

Table 29

Mean, standard deviation and *t*-values on subscales of Lifestyle Inventory for Consumers (LSIC) comparing the gender of working Consumers (*N*=359)

Subscales	Working Men (<i>n</i> = 219)		Working Women (<i>n</i> = 140)		<i>t</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Actualizers	65.26	9.16	66.39	8.61	1.16	.245
Believers	33.14	5.27	34.69	4.66	2.85	.005**
Experiencers	36.60	7.57	40.60	6.01	5.31	.000**
Achievers	39.86	5.92	41.90	5.48	3.28	.001**
Strivers	30.00	4.90	31.59	4.89	2.99	.003**
Makers	21.37	4.36	22.61	3.87	2.74	.006**
Fulfilleds	37.03	5.18	36.44	5.70	1.01	.311
Strugglers	52.74	7.32	53.71	6.61	1.27	.203

df = 357, **p* < .05, ***p* < .01

Table shows the differences in the mean scores of male and female working consumers, on the subscales of LSIC. The difference in the means of male and female consumers, on the following five subscales of LSIC was found to be statistically significant: believers (*t*=2.85, *df* =357, *p* <.01); experiencers (*t*=5.31, *df* =357, *p* <.01); achievers (*t*=3.28, *df* =357, *p* <.01); strivers (*t*=2.99, *df* =357, *p* <.01); and makers (*t*=2.74, *df* =357, *p* < .01).

However, the difference in the means of male and female working consumers, on the following three subscales of LSIC were found to be statistically non significant: actualizers (*t*=1.16, *df* =357, *p* >.05); fulfilleds (*t*=1.01, *df* =357, *p* >.05); and strugglers (*t*=1.27, *df* =161, *p* >.05).

Table 30

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the marital status of Consumers (N=632)

Marital Status	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Married	211	310.12	41.99		
				2.85	.005**
Single	421	319.64	38.30		

df = 630, ** *p* < .01

Table shows the differences in the mean scores of married and single consumers, on the Lifestyle Inventory for Consumers. The difference in the means of married and single consumers on the LSIC was found to be statistically significant ($t=2.85$, $df=630$, $p < .01$). The mean column shows that single consumers are more ambitious about lifestyle ($M=319.64$) as compared to married consumers ($M=310.12$).

Table 31

Mean, standard deviation and *t*-values on subscales of Lifestyle Inventory for Consumers (LSIC) comparing the marital status of Consumers (N=632)

Subscales	Married (<i>n</i> = 211)		Single (<i>n</i> = 421)		<i>t</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Actualizers	64.40	9.82	65.45	9.45	1.29	.195
Believers	31.68	5.41	33.76	5.11	4.73	.000**
Experiencers	37.26	7.96	38.75	7.46	2.31	.021*
Achievers	39.11	6.99	40.24	5.95	2.11	.035*
Strivers	29.57	5.46	30.94	4.72	3.26	.001**
Makers	21.28	4.68	21.28	4.17	.01	.996
Fulfilleds	35.36	5.85	36.07	5.64	1.46	.143
Strugglers	51.46	8.35	53.15	7.72	2.53	.012*

df = 630, * *p* < .05, ***p* < .01

Table shows the differences in the mean scores of married and single consumers, on the subscales of LSIC. The difference in the mean scores of married and single consumers, on the following five subscales of LSIC was found to be statistically significant: believers ($t=4.73$, $df = 630$, $p < .01$); experiencers ($t=2.31$, $df = 630$, $p < .05$); achievers ($t=2.11$, $df = 630$, $p < .05$); strivers ($t=3.26$, $df = 630$, $p < .01$); and strugglers ($t=2.53$, $df = 630$, $p < .05$). However, the differences in the mean score of married and single consumers, on the following three subscales of LSIC were found to be statistically non significant: actualizers ($t=1.29$, $df = 630$, $p > .05$); makers ($t=.01$, $df = 630$, $p > .05$); and fulfilleds ($t=1.46$, $df = 630$, $p > .05$).

Table 32

Mean, standard deviation and t-values on Lifestyle Inventory for Consumers (LSIC) comparing the education of Consumers (N=632)

Education	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>p</i>
Up to 14 Years	286	315.69	41.17		
				.38	.70
Above 14 Years	346	316.89	38.85		

df = 630

Table shows the differences in the mean scores of consumers with up to 14 years of education and consumers with above 14 years of education, on the Lifestyle Inventory for Consumers. The differences in the mean score of consumers, on the LSIC was found to be statistically non significant ($t=.38$, $df = 630$, $p > .05$).

Table 33

Mean, standard deviation and t-values on sub-totals of activities, interests and opinions comparing the education of Consumers (N=632)

<i>Scales</i>	Up to 14 yrs (<i>n</i> = 286)		Above 14 yrs (<i>n</i> = 346)		<i>t</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Activities	106.39	15.26	108.40	14.51	1.69	.091
Interests	135.63	18.49	136.12	17.80	.34	.734
Opinions	73.67	11.27	72.37	10.98	1.46	.143

df = 630, * $p < .05$, ** $p < .01$

Table shows the differences in the mean scores of consumers with up to 14 years of education and consumers with above 14 years of education, on the subtotals of activities, interests and opinions. The differences in the mean score of consumers, on

the subtotals of activities ($t=1.69$, $df = 630$, $p > .05$), interests ($t=.34$, $df =630$, $p >.05$), opinions ($t =1.46$, $df =630$, $p >.05$), were found to be statistically non significant.

Table 34

Mean, standard deviation and f value for working, nonworking and students on Lifestyle Inventory for Consumers (LSIC) (N=632)

Scale	Working (N=359)		Non-working (N = 163)		Students (N = 110)		f	p
	M	SD	M	SD	M	SD		
LSIC	320.64	36.99	308.72	45.68	313.64	38.25	5.38	.005**

*df =2,629 ** p < .01*

Table shows the differences in the mean scores of working, non-working, and students, on the LSIC. Results show that the difference in the mean scores of working, nonworking and students was statistically significant ($f_{(2,629)} = 5.38$, $p <.01$.) on LSIC. Post hoc analyses using the Bonferroni criterion for significance indicated that the working consumers ($M = 320.64$, $SD = 36.99$) have significant mean differences from nonworking ($M = 308.72$, $SD = 45.68$) and students ($M = 313.64$, $SD = 38.25$) on LSIC.

Table 35

Mean, standard deviation and *f* value for working, nonworking and students on subscales of Lifestyle Inventory for Consumers (LSIC) (N=632)

Subscale	Working (n=359)		Non-working (n = 163)		Students (n = 110)		<i>f</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Actualizers	65.70	8.95	64.75	8.89	63.92	11.21	2.02	.133
Believers	33.74	5.09	31.97	4.89	32.26	5.82	7.26	.001**
Experiencers	38.14	7.27	38.98	7.03	37.93	8.83	.67	.509
Achievers	40.65	5.83	38.65	6.66	38.90	6.92	6.86	.001**
Strivers	30.62	4.95	30.71	4.48	30.01	5.47	.96	.383
Makers	21.86	4.21	21.05	4.75	20.10	4.18	9.54	.000**
Fulfilleds	36.80	5.39	34.40	6.34	34.70	5.27	12.76	.000**
Strugglers	53.12	7.06	51.20	9.55	52.82	8.07	3.34	.036*

df = 2,629 ** *p* < .01

Table shows the differences in the mean scores of working, non-working, and students, on the subscales of LSIC. Results show that the difference in the mean scores of working, nonworking and students was statistically significant on subscales of believers ($f_{(2,629)}=7.26$, $p < .01$.), achievers ($f_{(2,629)}=6.86$, $p < .01$.), makers ($f_{(2,629)}=9.54$, $p < .01$.), fulfilleds ($f_{(2,629)}=12.76$, $p < .01$.) and strugglers ($f_{(2,629)}=3.34$, $p < .05$). Results show that the difference in the mean scores of working, nonworking and students was statistically non significant on subscale of actualizers ($f_{(2,629)}=2.02$, $p > .05$), experiencers ($f_{(2,629)}=.67$, $p > .05$), and strivers ($f_{(2,629)}=.96$, $p > .05$).

Table 36

Mean, standard deviation and *f* value for consumers of Islamabad, Rawalpindi, and Multan on Lifestyle Inventory for Consumers (LSIC) (N=632)

Scale	Islamabad (n=206)		Rawalpindi (n = 202)		Multan (n = 224)		<i>f</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
LSIC	306.59	42.23	331.20	33.44	311.20	39.35	23.05	.000**

df = 2,629 ** *p* < .01

Table shows the differences in the mean scores of consumers of Islamabad, Rawalpindi and Multan on the LSIC. Results show that the difference in the mean scores of consumers of Islamabad, Rawalpindi and Multan was statistically significant ($f_{(2,629)} = 23.05, p < .01$). Post hoc analyses using the Bonferroni criterion for significance indicated that the consumers of Islamabad ($M = 306.59, SD = 42.23$) have significant mean differences from consumers of Multan ($M = 311.20, SD = 39.35$) on LSIC. Moreover, consumers of Rawalpindi ($M = 331.20, SD = 33.44$) have significant mean differences from consumers of Multan ($M = 311.20, SD = 39.35$) on LSIC.



Table 37

Mean, standard deviation and f value for consumers of Islamabad, Rawalpindi, and Multan on subscales of Lifestyle Inventory for Consumers (LSIC) (N=632)

Subscales	Islamabad (n=206)		Rawalpindi (n = 202)		Multan (n = 224)		f	p
	M	SD	M	SD	M	SD		
Actualizers	63.68	11.07	63.87	9.08	67.85	7.80	12.89	.000**
Believers	32.71	5.58	31.84	5.35	34.75	4.49	17.44	.000**
Experiencers	34.70	8.36	39.62	7.52	40.31	5.55	36.72	.000**
Achievers	39.20	6.97	38.69	6.30	41.80	5.14	15.08	.000**
Strivers	29.45	5.73	30.61	4.79	31.38	4.25	7.88	.000**
Makers	20.63	4.31	20.35	4.53	22.93	3.70	23.48	.000**
Fulfilleds	34.66	6.28	34.84	5.20	38.07	5.06	24.74	.000**
Strugglers	51.57	8.70	52.10	8.20	54.11	6.66	5.88	.003**

*df = 2,629 ** p < .01*

Table shows the differences in the mean scores of consumers of Islamabad, Rawalpindi and Multan on the subscales of LSIC. Results show that the difference in the mean scores of consumers of Islamabad, Rawalpindi and Multan was statistically significant on all segments of lifestyle.

Table 38

Mean, standard deviation and *f* value for upper, middle, and lower class consumers Lifestyle Inventory for Consumers (LSIC) (N=632)

Scale	Upper Class (n = 205)		Middle Class (n = 247)		Lower Class (n = 180)		<i>f</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
LSIC	308.93	41.20	315.85	39.32	325.56	37.42	8.55	.000**

df = 2,629 ** *p* < .01

Table shows the differences in the mean scores of consumers of upper, middle and lower class on the LSIC. Results show that the difference in the mean scores of consumers of upper, middle and lower class was statistically significant ($f_{(2,629)} = 8.55, p < .01$). Post hoc analyses using the Bonferroni criterion for significance indicated that the consumers of upper class ($M = 308.9, SD = 41.20$) have significant mean differences from consumers of lower class ($M = 325.56, SD = 37.42$) on LSIC. Moreover, consumers of middle class ($M = 315.85, SD = 39.32$) also have significant mean differences from consumers of lower class ($M = 325.56, SD = 37.42$) on LSIC.

Table 39

Mean, standard deviation and *f* value for upper, middle, and lower class consumers Lifestyle Inventory for Consumers (LSIC) (N=632)

Subscales	Upper Class (n=205)		Middle Class (n=247)		Lower Class (n=180)		<i>f</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Actualizers	64.19	10.64	64.52	9.24	66.87	8.53	4.48	.012*
Believers	32.86	5.63	32.42	5.24	34.15	4.86	5.76	.003**
Experiencers	35.39	8.49	39.58	7.32	39.65	6.08	22.46	.000**
Achievers	39.47	6.55	39.3	6.44	41.06	5.78	4.61	.010**
Strivers	29.54	5.59	30.94	4.79	30.92	4.45	5.43	.005**
Makers	20.78	4.34	20.84	4.45	22.41	4.05	8.82	.000**
Fulfilleds	34.78	6.14	35.52	5.4	37.41	5.39	10.93	.000**
Strugglers	51.92	8.5	52.73	7.9	53.1	7.44	1.12	0.326

df = 2,629 * *p* < .05, ** *p* < .01

Results show that the difference in the mean scores of consumers of upper class, middle class and lower class was statistically highly significant on subscales of actualizers ($f_{(2,629)} = 4.48, p < .05$), believers ($f_{(2,629)} = 5.76, p < .01$), experiencers ($f_{(2,629)} = 22.46, p < .01$), achievers ($f_{(2,629)} = 4.61, p < .01$), strivers ($f_{(2,629)} = 5.43, p < .01$), makers ($f_{(2,629)} = 8.82, p < .01$), and fulfilleds ($f_{(2,629)} = 10.93, p < .01$). The difference in the mean scores of consumers of upper class, middle class and lower class was statistically non significant on subscale of strugglers ($f_{(2,629)} = 1.12, p > .05$).

DISCUSSION

DISCUSSION

People use fast moving consumer goods to fulfill their basic needs and as well as for their leisure activities. They prefer the products that are more suitable to them. Helman and Chernatony (1999) stated that consumer's preference for a specific product is determined by their lifestyle. Since organizations are more consumer oriented it is necessary for the production and marketing managers to have knowledge of lifestyle of consumers to develop and market their products. As Wagner and Wedel (1995) stated that consumer life-style information has become a very popular tool in marketing management decision making.

The need arises from the issue for developing an indigenous measure suitable to diverse lifestyles in our society. The present study was aimed to develop a Lifestyle inventory for consumers (LSIC) of FMCGs to facilitate the production and marketing strategies of organizations doing business of FMCGs.

The study was completed in four phases. In the first two phases, the inventory was developed and psychometric properties of the inventory were obtained and found statistically significant. In phase-III validity and generalization of the LSIC were assessed. Phase-IV of the study was concerned with applicability of the LSIC to develop profile of the consumers of the FMCGs.

Samples for all phases of the study were obtained by using purposive sampling technique. The respondents were users of FMCGs, living in Islamabad, Rawalpindi, and Multan. Minimum education for male respondents was 14 years, while 12 years for female respondents. This was done because literacy rate of women is lower than men in the country (Economic Survey, 2005).

Phase-I and phase-II of the present study were aimed to develop Lifestyle Inventory for Consumers of FMCGs. Lifestyle Inventory for Consumers was developed by following the procedures used by Well and Tigert (1977), Plummer (1974), Riche (1989), Bashir (1996), Moven (1995), Edmunds (2001), and Fatima (2001). As Latham (1993) and Hill (1997) suggested that additional studies in the lifestyle should be focused on earliest studies.

Initially, 10 focus groups were conducted to generate the initial item pool for inventory as Edmunds (2001) stated that the focus groups were best to view the concepts directly from consumers. He also stated that focus groups could also be used to design the questionnaire for a quantitative study. Moven (1995) stated that statements for lifestyle inventory could be generated by using any method.

Focus group discussion guide was based on activities, interests, and opinions determined by Well and Tigert (1977) and Plummer (1974) as dimensions of lifestyle. Items were written in terms of activities, interests and opinions. Committee approach was used to ensure the face validity of the items as it was also used by Bashir (1996) and Fatima (2001).

Unlike Gilbert and Warren (1995), McConkey and Warren (1987), Bashir (1996), and Fatima (2001) who used factor analyses for selecting final items, in present study item total correlations was used to select the items for the inventory. Items total correlation was used because sometimes the factors resulting from factor analyses are equally puzzling as Belk (as cited in Goldberg, 1976) categorized snack food products by using factor analyses and factor 1, labeled substantial snacks included nuts and was somehow differentiated from factor 2, labeled light and salty. Cattell (1966) also criticized factor analyses and stated that despite the mathematical appeal of such factors, factors corresponding to meaningful behavioral concepts are rarely orthogonal.

The difficulty of interpreting these empirically generated categories suggested the need for a more theoretically meaningful approach, that's why the items were categorized by the help of experts. 158 selected items were put into 8 segments of VALS2 by experts' opinion as Lastovicka (1982) stated that once a trait is proposed, it must be validated as a theoretical concept of thought having a meaningful role in some theoretical system. The judges put 31 items in the dimension of actualizers; 12 items in fulfilleds; 17 items in believers; 17 items in achievers; 19 items in strivers; 31 items in experiencers; 11 items in makers; and 20 items in strugglers.

For inventory, 82 items were selected having significant item total correlation value more than .3 as Nunnally (1967) and Field (2005) stated that items with item total correlation coefficient of .3 were acceptable. In the inventory, five point scale was used to get responses as Gilbert and Warren (1995) and Janaka and Osman (1999) also used five point scale in their lifestyle instruments.

Reliability of the inventory was found statistically significant. Reliability of inventory was determined by item total correlations, Cronbach's Alpha Coefficient, Split half reliability, and inter scale correlation coefficients for subscales and total lifestyle inventory. Bearden, Teel, and Durand (1978); Dickerson and Gentry (1983); Janaka and Osman (1999); McCKoney and Warren (1987); Bashir (1996); Fatima (2001) used Cronbach alpha reliability to see the reliability in their lifestyle instruments. According to Wells (1975) standardized scales for lifestyle research often achieve reliabilities ranging from 0.70 to 0.90, whereas home made measurements may generate reliability values that range from 0.30 to 0.95. Nunnally (1967) had suggested that reliabilities in the range of .5 to .6 are satisfactory in the early stages of research. Lifestyle Inventory for Consumers developed in this study has Cronbach Alpha Coefficient of .95 and its subscales have alpha coefficient ranging from .56 to .81. Results on item total correlations, split half reliability, and inter scale correlation

coefficients for subscales and total lifestyle inventory were also statistically significant at the level of $p < .01$.

To know the usage frequency of common FMCGs, Product Usage Frequency Scale (PUFS) was developed. The psychometric properties of the PUFS have also been found statistically significant.

In Phase-III of the study, validity and generalization of the LSIC were assessed. Generalizing a lifestyle inventory is important from both an academic and an applied perspective. Wind (1978) stated that numerous academic and commercial market segmentation studies have been conducted across different geographic markets, types of stores, points in time, and samples of individuals, but very few generalizations can be drawn from them.

Psychometric properties of the inventory were re-assessed by taking sub samples from the original sample on gender bases. As Lesser and Hughes (1998) stated that the most direct method of generalizing the results is to assess the replicability of the results, either with a sub sample or split sample in the original data or with a separate sample. Psychometrics of the inventory were obtained and found statistically significant with men and women separately.

To test the validity and generalization of inventory across population, psychometrics of the inventory were reassessed by taking a new sample of consumers of FMCGs. As Anastasi and Urbina (2003) stated that test validity should be computed on a different new sample of respondents, except those who were used in the item selection. Cronbach and Meehl (as cited in Lastovicka, 1982) suggested that internal consistency measures may be taken as evidence of validity. Shaw and Wright (1967) suggested that high item inter correlations can be interpreted as evidence of construct validity.

The diagnostic analyses done in phase III add little to the interpretation of the lifestyle profiles of consumers but are the most descriptive of the data and are generalizable to population.

On the basis of empirical evaluations, it is assumed that Lifestyle Inventory for Consumers (LSIC) and PUFs can be used to know the lifestyle and product usage frequency of consumers of FMCGs respectively for Pakistani urban educated population.

Phase-IV of the study was concerned with application of the LSIC to develop the profile of consumers of FMCGs. In this study, age, gender, education, marital status, socioeconomic status, geographic location, and profession of consumers were compared with their lifestyle.

The instruments used in the phase IV were: Lifestyle Inventory for Consumers (LSIC), Product Usage Frequency Scale (PUFS), Socioeconomic Status Scale (SES Scale) and Information Sheet.

To see the impact of age on lifestyle of consumers, a regression analysis is computed which was done by Janaka and Osman (1999). The results show that age of respondents has statistically significant impact on lifestyle of consumers. This result of the study was parallel to the findings of McConkey and Warren (1987), Plummer (1974), Gilbert and Warren (1995), and Janaka and Osman (1999).

t-test has been used to compare Lifestyle of the consumers of FMCGs with their gender, age, education, and marital status in this study, as was used by Bashir (1996) and Fatima (2001).

It was found that difference in the lifestyle of male and female consumers was not significant. This was opposite to the findings of the McConkey and Warren (1987); Plummer (1974); Gilbert and Warren (1995); and Janaka and Osman (1999). The

above finding may be because of a sufficient diversity in other demographic characteristics of men and women in the sample.

Gender differences in lifestyle of working, nonworking and student consumers were also assessed by computing t-test. Working women have shown different lifestyle from working men. There were found no differences in lifestyle among nonworking and students on gender bases. These findings indicated that male heads of the family has more influence on the lifestyle of nonworking and students than on working men and women. As Brochers (1999) stated that the heads of the family are seen as displaying masculine oriented behavior such as competitiveness, aggression and independence.

To explore further, responses of both gender were also compared on activities, interests and opinion statements separately. It was found that men and women have no differences at activity statements while they have statistically significant differences on the statements of opinions and interests. These findings may lead to the idea that activities of men and women have been determined by the male heads of the family. Women are not encouraged to select their on hobbies and activities, so they are similar to men at activities. But both men and women have differences at opinion and interest statements because their interests and opinions are independent of the influence of male heads of family.

Findings showed that education of the consumers has no effect on the lifestyle, activities, interests and opinions of the consumers. This finding was not supported by Plummer (1974), Gilbert and Warren (1995), and Janaka and Osman (1999). In our society, there is a gap between educational system and practical life of consumers. What consumers learn in educational institutes have little or no influence on their lifestyle. As Economic Survey (2005) stated that to fill this gap, the national education system has to meet the basic learning needs of our society, emphasizing basic literacy

and life skills, increasing access to and completion of quality education, address gender, geographical and structural disparities, and enhance the efficiency of education governance.

Study has found that married consumers have different lifestyle from single consumers. This finding was similar to the findings of Gilbert and Warren (1995).

It was found that working consumers have different lifestyle from non working and students. This was consistent with some of the findings of Bashir (1996) and Janaka and Osman (1999). It can be interpreted that because the working consumers have more resources than nonworking and students. They are financially independent, therefore they differ in lifestyle from nonworking and student consumers.

Consumers of the Multan have shown different lifestyle from the consumers of Islamabad and Rawalpindi. It can be interpreted that these differences are because of geographical distances. The other reason might be that the market characteristics and market potential is different in regions because of geographical and regional differences (Taylor & Kinnear, 1996) that can lead to a different lifestyle.

The study found that consumers of upper and middle class have different lifestyle from those of lower class consumers. These findings were also supported by the results of Bashir (1996). This means that economic position of the consumers has influenced their lifestyle.

Plummer (1974) stated that lifestyle studies should focus on perspective of consumers about products. Further, Kano, Seraku, Takahashi, and Tsuji (1984) stated that a link between a products and the consumer's lifestyle does affect the purchase decisions of consumers. So, one of the objectives of this study was to see the impact of lifestyle on usage frequency of common FMCGs. Study showed that lifestyle of consumers has statistically significant impact on the usage frequency of common FMCGs. These results were supported by the findings of earlier studies. Lazer (as cited

in, Cathélet, 1993) provided information that systematic relationship exists between the consumption style and life style of a social group. Fatima (2001) found that lifestyle of heavy oil users was different from light oil users.

To develop the profile of consumers of FMCGs, characteristics of each lifestyle segment of consumers were based on summaries of focus group discussions. These lifestyle segments have been matched with the demographic variables by comparing the results of one way analyses of variance, t-test, and regression analyses. McConkey and Warren (1987) and Janaka and Osman (1999) also used this approach to develop the profile of respondents in their lifestyle studies. The present study has shown following characteristics in each of the lifestyle segment of consumers of FMCGs.

Actualizers

Actualizers were found confident, controlling and were assure of their capabilities. They believed in independence. They were using image as an expression of their taste, independence and character. These findings were similar to the results of Dryer and Horpwitz (1997) who found that Actualizers uses information, logic and feeling to achieve the best product.

They possessed wide range of interests and were concerned with social issues, and they were always trying to have finer things in life. They were optimistic, successful, sophisticated, and active people. They were mature. They were taking care of themselves and others around them. Actualizers were most likely to agree with the statements such as:

میں دوسروں کے دکھ درد اور غم میں شریک ہوتا ہوتی ہوں۔
 میں ہر ماحول میں ایڈجسٹ ہو جاتا جاتی ہوں۔
 میں ہمیشہ معیاری بازار سے اشیاء خریدتا خریدتی ہوں۔
 معاشرے کی ترقی کے لئے خواتین کی تعلیم ضروری ہے۔

Aged consumers were found more actualizers than young consumers. Age of consumers has significant impact on this lifestyle segment. Upper class and middle class consumers were found more actualizers as compared to lower class consumers. Consumers of Multan were found more actualizers as compared to consumers of Rawalpindi and Islamabad.

Believers

It was found that believers are more concerned about their social values and norms. They were working for their country, nation and people. They were honest. They would take care of religious and cultural aspects in dressing and fashion. They have concerns about the educational and political situation of country. They were in favor of statements such as:

سیاست ملک کی بہتری کے لئے ہو تو اچھی چیز ہے۔
 مجھے دیسی اور اپنی کھانے اچھے لگتے ہیں۔
 مجھے ایسا لباس پسند ہے جو علاقے کی ثقافت کے مطابق ہو۔
 فیشن کرتے وقت مجھے مذہبی حدود کا خیال رکھنا اچھا لگتا ہے۔

Believers were found conventional and traditional and they were living by an expressed moral code. They have been following established routines. These findings are supported by Duetsche (1982), who stated that there appears to be a tendency for congruence between personal dispositions i.e. life style and product choice such that persons with given dispositions tend to seek out types of products that fit their dispositions.

Consumers of FMCGs have significant differences in this lifestyle segment because of their age, profession, socioeconomic status and city. Aged consumers were more believers as compared to young consumers. Working consumers were more believers as compared to students and non working consumers. Middle class and upper class consumers were more believers as compared to lower class consumers. Consumers of Multan were more believers as compared to consumers of Rawalpindi and Islamabad.

Experiencers

Experiencers were found enthusiastic individuals who liked sports and risk taking. They were non serious about their lives. Yet, they have not completed their education. They were politically uncommitted, uninformed, and highly ambivalent about what they believe. They would spend much of their income on clothing, fast food, music, movies and video. It may be interpreted that now consumers are more conscious about their fitness and smartness. They agreed with the statements such as:

مشکل کام کرنے میں مجھے مزہ آتا ہے۔
میں فاسٹ فوڈ شوق سے کھاتا / کھاتی ہوں۔
مجھے نیا فیشن اپنانا اچھا لگتا ہے۔
مجھے جاسوسی فلمیں پسند ہیں۔

Consumers of FMCGs have significant differences in their lifestyle because of their age, and city. Young consumers were more experiencers as compared to older consumers. This finding is supported by the idea that Young people show more risk taking attitude and show characteristics like creativity, novelty, flexibility and more motivated to accept new and innovative lifestyles. While older people lack these traits. They have other characteristics like strictness, punctuality, but are less creative and show less novelty.

Consumers of Islamabad and Rawalpindi were more experiencers as compared to consumers of Multan. Gender differences indicated that men were more experiencers than women. This may lead to the idea that men were more independent in their lifestyle than women. As Wells, Burnett, and Moriarty (1995) found that the primary gender characteristics of men and women are directly associated with demands of products and services.

Achievers

Achievers were found successful hardworking people. They were successful career oriented individuals. They were respecting to elders, authority and status quo and were low risk takers. They lived conventional lives. They have shown an interest in their families and relatives. Image was important for them. They would like to

participate in religious activities. They showed their interests, activities, and opinions by statements such as:

مجھے لگن سے کام کرنا اچھا لگتا ہے۔
جب خاندان کے فیصلے بزرگ کریں تو مجھے اچھا لگتا ہے۔
میں اپنا ہر کام خود کرتا / کرتی ہوں۔
اپنا کام پایہ تکمیل تک پہنچانا میرے لئے تسکین کا باعث ہوتا ہے۔

It has been seen in the study that consumers differed significantly in this lifestyle segment on the bases of their age, profession, socioeconomic status and city. Older consumers were more achievers as compared to young consumers. Working consumers were more achievers than both non working and student consumers. Consumers of middle class and upper class were more achievers than consumers of lower class. Consumers of Multan were more achievers followed by consumers of Islamabad and Rawalpindi.

Strivers

The study explored that strivers were materialistic with high focus on status. Many of them were found to be stylish. They often wished for the things that were out of their reach. These individuals were looking for social approval for their actions as they agreed to the statements such as:

جب لوگ میرے کام کی تعریف کریں تو مجھے اچھا لگتا ہے۔
جب میرے کام کی وجہ سے مجھے کوئی اہمیت دے تو مجھے اچھا لگتا ہے۔

They sought appreciation from others for their work. They were impulsive, and boring. They were striving to find a secure place in life. They were attempting to follow those who own the possessions, even though that was beyond their means. They thought that media is inducing foreign cultural values thoughts and patterns in our society as agreeing to the statement:

آنے والے دنوں میں ہم اپنی پہچان کھودیں گے۔
ذرائع ابلاغ سے غلط چیزیں ثقافت میں آرہی ہیں۔

They wanted to be different from others as they favored the statement:

مجھے وہی فیشن اچھا لگتا ہے جو مجھے دوسروں سے مختلف بنائے۔

Consumers of FMCGs differed in this lifestyle segment on the bases of their age, gender, socioeconomic status, and city. Older consumers were more strivers as compared to young consumers. Lower class consumers were more strivers followed by middle class and upper class. Consumers of Multan were more strivers as compared to consumers of Rawalpindi and Islamabad. Women were more strivers than men.

Makers

The study found that makers were practical. They have focused on family and they liked to do work by themselves as most of them agreed to the statements like:

گھر کی ضرورت کی اشیاء کی خریداری میں کرتا کرتی ہوں۔
مجھے گھر کی صفائی میں دلچسپی ہے۔

They were used to help their children in their homework and to buy things for themselves and for their family. They have constructive skills and they value self-sufficiency. They agreed to the statements such as:

میں بچوں کے سکول کے کام میں اُنکی مدد کرتا / کرتی ہوں۔
میں اپنی غلطی تسلیم کر لیتا / لیتی ہوں۔

Consumers of FMCGs have significant differences in their lifestyle on the basis of their age, profession, socioeconomic status, marital status, and city. Aged consumers were more makers as compared to younger consumers. Non working consumers were more makers followed by working and students. Middle class consumers were more makers as compared to upper class and lower class consumers. Married consumers were more makers than single consumers. Consumers of Multan were more makers followed by consumers of Rawalpindi and Islamabad.

Fulfilleds

Fulfilleds were found mature, satisfied, comfortable, well informed people for whom image has little importance. They valued order. They were careful about their relations with others. Fulfilleds were conservative, practical consumers and social and emotional values were more important to them than personal values as they stated:

میری کوشش ہوتی ہے کہ میری ذات سے کسی کو تکلیف نہ ہو۔
مجھے حالات حاضرہ جاننے میں دل چسپی ہے۔
اگر دکاندار ایماندار ہو تب ہی میں خریداری کرتا / کرتی ہوں۔

They have lived simple lives and liked simple dressing as they favored statement:

مجھے لباس میں سادگی پسند ہے۔

Consumers have difference in this segment of lifestyle on the basis of age, marital status, profession, socioeconomic status and city. Older consumers were more fulfilled as compared to young consumers. This might be due to difference in experience and age as Mitchell (2000) has stated that an individual's totality is like the layers of an onion. It consists of inner sphere of values relating to stages of development that often date back to childhood or adolescence. Hence, the more aged a person is, the more complex his or her value structure and the more diverse the range of value based reactions. This is why older age consumers are fulfilled as compared to younger consumers.

Non working consumers were more fulfilled followed by working and student consumers. The reason might be that as a host of institutions, shared goals, and an array of personal values, workers and students are in favor of changed values and lifestyle. Middle class consumers were more fulfilled as compared to upper class and lower class consumers. Married consumers were more fulfilled than single consumers.

Strugglers

It was found that strugglers were more concerned about their health security, justice, and basic needs of life. They have pessimistic approach to see the world. They have shown a strong self orientation. In their opinion, people lack tolerance and show less patience. They believed that distribution of wealth in country was imbalance. They

were not sure about their future and believe that it would depend on circumstances.
Most of them agreed to the statements such as:

مجھے ایسے کھانے پسند ہیں جن میں گوشت شامل ہو۔
ملک میں بے روزگاری کی وجہ سے مسائل ہیں
امن کی ناقص صورتحال عوام کے لیے تکلیف کا باعث ہے۔
ملک میں صحت سے متعلق ناکافی سہولیات ایک مسئلہ ہے۔
ملک میں وقت پر لڑکوں کی شادیاں نہ ہونا سماجی مسئلہ ہے۔

Consumers with less age were more strugglers than consumers with high age.
Non working consumers were more strugglers followed by students and working
consumers. Consumers of Rawalpindi were more strugglers followed by the consumers
of Islamabad and Multan.

The present study showed that lifestyle characteristics could not be studied in a
way that the presence of characteristics of one lifestyle segment in a person means the
total absence of characteristics of other lifestyle segments in that person. Moreover, it
has been found that consumers of FMCGs have differences in these lifestyle segments
because of their demographic characteristics. In short, the study has supported the
statement of Plummer (1974) that life style segmentation has combined the simplicity
of demographic segmentation and the depth of activities, interests and opinions of
the consumers.

Limitations and Suggestions

It is said that no research is with out limitations. This study has been conducted
carefully, but still it has following limitations:

1. This inventory was developed by relying on self report of consumers, so
convergent validity has not been applied to measure lifestyle traits. Additional

measurement methods are needed to overcome this deficiency. The problem was the lack of time in examining the validity of the proposed traits. This problem can be resolved with a series of confirmatory-oriented studies examining validity on a factor-by-factor and trait-by-trait basis.

2. Items for the final inventory were selected by item total correlation. It has been carried out due to lack of resources and time. It is suggested that in future, lifestyle studies may use multivariate techniques to select items for the inventory. More quantitative analysis such as cluster and discriminant analyses can be applied to the responses of consumers on initial items to gain more insights into the lifestyle of consumers.
3. The present study has focused on consumers of FMCGs in general. Comparison of users and non-users of a single brand or product of FMCGs has not carried out here. Such a comparison is useful to determine the underlying factors that may differentiate the user and the non-users of a brand or product. Future studies can include both consumers and non consumers of a product or brand for comparison purposes.
4. Due to limitation of time, only educated consumers with minimum age of 25 years have been selected as respondents for this study. Therefore conclusions may not be accurate for those who are uneducated of below the age of 25.
5. There are signs that multinational producers of FMCGs are quickly catching up market share by producing consumer oriented products. To do that effectively they are seeking for reliable sources to get knowledge of their consumers. In present study, it has been seen that consumers of Multan has different lifestyle from consumers of Islamabad and Rawalpindi. There fore researchers should further explore and compare the lifestyle of people on geographical and

provincial bases. By this, they can help producers by exploring lifestyle of consumers to them.

6. Present study has explored that working men have different lifestyle from those of working women. To explore it in detail, researchers may compare the lifestyle of people on the basis of their profession or occupation.
7. Further research work in the area of lifestyle can also see the differences in activities, interests and opinions of respondents to compare these with their demographic variables and to see the impact of activities, interests and opinions on each other.
8. There were no gender biased items in this inventory, as the objective of the study was to develop an inventory both for men and women. Future studies should focus on differences in lifestyle of men and women.

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APPENDIXES

FOCUS GROUP SCREENER

میں روزمرہ استعمال کی اشیاء کے صارفین کی طرز زندگی کے بارے میں ایک تحقیق کر رہا ہوں جس کے حوالے سے آپ سے کچھ سوالات پوچھنے ہیں۔

سوال نمبر ۱۔ کیا آپ روزمرہ استعمال کی اشیاء کی خریداری کے فیصلوں میں شریک ہوتے ہیں؟

۱ ہاں ۲ نہیں

(اگر جواب ہاں میں ہے تو دوسرا سوال پوچھیں نہیں تو گفتگو ختم کر دیں)

سوال نمبر ۲۔ جنس

۱ مرد ۲ عورت

سوال نمبر ۳۔ عمر

۱۔ 25 سے 34 سال

۲۔ 35 سے 44 سال

۳۔ کوئی اور

سوال نمبر ۴۔

تعلیم

Appendix B

SOCIO-ECONOMIC STATUS SCALE

Q1 - برائے مہربانی تفصیل سے بتائیے کہ آپ کے گھرانے کے معاشی سربراہ کا پیشہ / ملازمت کا عہدہ یا کاروباری نوعیت کیا ہے؟ معاشی سربراہ سے میری مراد وہ شخص ہے جو اس گھرانے کے مجموعی خرچے (Overall Budget) کا سب سے زیادہ حصہ برداشت کرتا ہو؟ (کرید کرید کر تمام تفصیل جو اب بندہ کے اپنے الفاظ میں لکھیں)

8	1	غیر ہنرمند کاریگر
9	2	خوانچہ / چھابڑی لگانے والا / بہت چھوٹے پیمانے کا کاروباری
10	3	ہنرمند کاریگر
11	4	نان ایگزیکٹو سٹاف
97	5	سپروائزر
98	6	چھوٹا / ذکا دار / چھوٹا کاروباری
99	7	چھوٹے / درمیانے درجے کا افسر / ایگزیکٹو

1	2	3	4	5	6	7
پروفیشنلز (جو ذاتی طور پر کام کرتے ہوں یا کہیں ملازمت کرتے ہوں)	درمیانے درجے کا کاروباری	بڑا افسر / ایگزیکٹو	بڑا کاروباری / بڑی فیکٹری کا مالک	ریٹائرڈ	معلوم نہیں	طالب علم / خاتون / بے روزگار

Q2 - آپ کے گھرانے کے معاشی سربراہ نے کہاں تک تعلیم حاصل کی؟

3	2	5-9 جماعتوں تک
6	5	گریجویٹ
	9	(انٹرویو ختم کر دیں)

1	پانچ جماعتوں سے کم
4	انٹرمیڈیٹ
7	معلوم نہیں

ان پڑھ
میٹرک
پوسٹ گریجویٹ

معاشی سربراہ کا پیشہ (Occupation of Chief Earner)	معاشرتی سربراہ کی تعلیم (Education of Chief Earner)						
	1 ان پڑھ Illiterate	2 پانچ جماعتوں سے کم Illiterate	3 5-9 جماعتوں تک School 5-9 years	4 میٹرک Matric	5 انٹرمیڈیٹ Intermediate	6 گریجویٹ Graduate	7 پوسٹ گریجویٹ Post Graduate
1 (Unskilled Worker) غیر ہنرمند کاریگر	E-2	E-2	E1	E1	D	D	C
2 (Petty Trader) خوانچہ / چھابڑی لگانے والا	E-2	E-2	E1	E1	D	C	C
3 (Skilled Worker) ہنرمند کاریگر	E-2	E-2	E1	D	D	C	C
4 (Non-executive Staff) نان ایگزیکٹو	E-2	E-2	D	D	D	C	C
5 (Supervisory Level) سپروائزر لیول	D	D	C	C	B	B	B
6 (Small Shopkeeper/Businessmen) چھوٹا / ذکا دار / چھوٹا کاروباری	D	D	C	C	B	B	A2
7 (Lower/Middle Executive officer) چھوٹا / درمیانے درجے کا ایگزیکٹو افسر	D	C	C	C	B	B	A2
8 (Self-employed/Employed/Professional) پروفیشنل (جو ذاتی کام کرتے ہوں یا ملازمت پر ہوں)	B	B	A2	A2	A2	A1	A1
9 (Medium businessmen) درمیانے درجے کا کاروباری	B	A2	A2	A2	A2	A1	A1
10 (Senior Executive/Officer) سینئر ایگزیکٹو / آفیسر	B	A2	A2	A2	A1	A1	A1
11 (Large Businessmen/Factory Owner) بڑے درجے کا کاروباری / فیکٹری کا مالک	A2	A2	A2	A1	A1	A1	A1

نوٹ: اگر جو اب بندہ اپنے معاشی سربراہ کا پیشہ - ریٹائرڈ، معلوم نہیں، بے روزگار یا آمدن کو کوئی ذریعہ (جیسے کرایہ، زمین وغیرہ) بتائے تو اس رتوں کے لیے ہدایت درج ذیل ہیں

1- ریٹائرڈ: اگر جو اب بندہ آپ کو بتائے کہ ان کے معاشی سربراہ ریٹائرڈ ہو چکے ہیں ان سے پوچھیں کہ ریٹائرمنٹ سے پہلے وہ کیا کرتے تھے اور انہوں نے کہاں تک تعلیم حاصل کی ہوئی ہے۔ جو اب بندہ جو بھی جوابات بائے ان کے مطابق SEC گروڈ کے ذریعے اس گھرانے کی معاشی / سماجی حیثیت نوٹ کریں۔

معلوم نہیں: اگر کسی جو اب بندہ کو اپنے گھرانے کے معاشی سربراہ کے پیشے کے بارے میں نہ پتہ ہو یا ان کی تعلیمی قابلیت کے بارے میں نہ جانتا / جانتی ہو تو اس سے انٹرویو نہیں کیا جائے گا کیونکہ اس طرح ہم ان کے گھرانے کی سماجی اور معاشی حیثیت کے بارے میں کوئی فیصلہ نہیں کر سکتے۔

2- طالب علم / خاتون / خانہ اے روزگار: اگر کسی گھرانے کا معاشی سربراہ طالب علم، خاتون / خانہ یا بے روزگار شخص ہے تو جو اب بندہ سے پوچھیں کہ ان کی آمدن کا ذریعہ ان کے گھر کے اخراجات کیسے پورے ہوتے ہیں۔

اگر آمدن کسی گھر / بلڈنگ وغیرہ کے کرائے یا بینک میں رکھی ہوئی رقم پر سود کی صورت میں آتی ہے تو جو اب بندہ سے پوچھیں کہ ان کے گھر کا معاشی سربراہ کون تھا اور اس کا پیشہ کیا تھا، یعنی کس شخص نے جائیداد یا بینک میں باقی گھر والوں کے لیے رقم چھوڑی۔ اگر زمین سے آمدنی آتی ہو تو اس سے پوچھیں کہ ان کے گھر کے پاس کل کتنی قابل کاشت زمین ہے۔

- (i) اگر زمین کا کل رقبہ ساڑھے بارہ ایکڑ سے کم ہے تو معاشی سربراہ کے پیشے کی کیٹیگری مزارع یعنی غیر ہنرمند کاریگر ہوگی۔
- (ii) اگر زمین کا رقبہ ساڑھے بارہ ایکڑ یا اس سے زیادہ اور پچاس ایکڑ سے کم ہے تو معاشی سربراہ کا پیشہ کسان یعنی ہنرمند کاریگر ہوگا۔
- (iii) اگر زمین کا رقبہ پچاس ایکڑ سے زیادہ ہے تو معاشی سربراہ کا پیشہ لینڈ لارڈ یعنی بڑے درجے کا کاروباری ہوگا۔

SOCIO-ECONOMIC CLASSIFICATION OF URBAN PAKISTAN

A1	Upper Upper Class	Upper Class
A2	Upper Middle Class	
B	Middle	Middle Class
C	Middle	
D	Lower Middle	Lower Class
E1	Lower Class	
E2	Lower Lower Class	Very Lower

تعارف کے بعد

آپ سب کا شکریہ کہ آپ نے اپنے بارے میں بنیادی معلومات فراہم کیں۔ اب اصل موضوع کی طرف آتے ہیں۔ لوگوں کی طرز زندگی کو جاننے کے لیے تین بنیادی موضوعات پر بات ہوگی۔

۱۔ آپ کی مصروفیات

۲۔ آپ کی دلچسپیاں / مشاغل

۳۔ مختلف موضوعات پر آپ کی آراء

۱۔ سب سے پہلے آپ کی مصروفیات پر بات کرتے ہیں۔

☆ آپ کیا کام کرتے / کرتی ہیں؟

☆ فارغ اوقات میں آپ کے کیا مشاغل ہیں؟

☆ آپ کن سماجی تقریبات میں حصہ لیتے / لیتی ہیں؟

☆ آپ چھٹیوں میں کیا کام کرتے / کرتی ہیں / چھٹیاں کیسے گزارتے / گزارتی ہیں؟

☆ آپ کس قسم کی تفریحات میں شامل ہوتے / ہوتی ہیں / آپ کی تفریحات کیا ہیں؟

☆ آپ کسی تنظیم / کمیٹی / سوسائٹی کے ممبر ہیں؟

☆ آپ اپنے علاقے / محلے کے لوگوں کے ساتھ مل کر علاقے کے لیے کام کرتے / کرتی ہیں؟ (اگر ہاں

تو کون کونسے کام کرتے / کرتی ہیں؟)

☆ کیا آپ خریداری کرتے ہیں؟ (اگر ہاں تو) کس طرح کی خریداری کرتے / کرتی ہیں اور کہاں سے

کرتے / کرتی ہیں؟

☆ آپ کون کونسے کھیل کھیلتے / کھیلتی ہیں؟

۲۔ اب آپ کے مشاغل اور دلچسپیوں پر بات کرتے ہیں۔

☆ آپ خاندان کے کن معمولات میں دلچسپی لیتے / لیتی ہیں؟

☆ آپ گھر کے کن کاموں دلچسپی لیتے / لیتی ہیں؟

☆ آپ کو اپنے کام میں کونسی بات پسند ہے؟

☆ آپ علاقے یا محلے کے کن معمولات میں دلچسپی لیتے / لیتی ہیں؟

- ☆ آپ کو کون سی تفریحات پسند ہیں؟
- ☆ فیشن میں کیا چیز اچھی لگتی ہے/ آپ کا پسندیدہ فیشن کیا ہے؟
- ☆ خوراک میں سب سے زیادہ کیا پسند ہے؟
- ☆ ذرائع ابلاغ (مثلاً ریڈیو، ٹی وی، اخبار، رسائل وغیرہ) میں سے کیا اچھا لگتا ہے؟
- ☆ ۳۔ آج کی گفتگو کے آخری موضوع کی ابتدا کرتے ہیں اس میں مختلف چیزوں کے بارے میں آپ کی رائے درکار ہے۔
- ☆ آپ اپنے بارے میں کیا سوچتے/سوچتی ہیں؟
- ☆ آپ کے خیال میں کون سے سماجی مسائل اہمیت کے حامل ہیں؟
- ☆ سیاست کے بارے میں آپ کی کیا رائے ہیں؟
- ☆ آپ کا روباری سرگرمیوں کے بارے میں کیا کہتے/کہتی ہیں؟
- ☆ ملکی معاشی حالات کے بارے میں آپ کی کیا رائے ہے؟
- ☆ تعلیم انسان کی زندگی پر کس طرح اثر انداز ہوتی ہے؟
- ☆ روزمرہ استعمال کی اشیاء میں کن خوبیوں کو مدنظر رکھتے/رکھتی ہیں؟
- ☆ دس پندرہ سال بعد آپ اپنے آپ کو کہاں دیکھتے/دیکھتی ہیں؟
- ☆ آپ کا ثقافت/کلچر کے بارے میں کیا خیال ہے؟

میں آپ سب کا مشکور ہوں کہ آپ نے تحقیق میں میری مدد کی۔ اگر موضوع سے متعلق آپ کے ذہن میں کوئی سوال ہو تو آپ مجھ سے پوچھ سکتے ہیں۔

آپ سب کا بہت بہت شکریہ!

گفتگو میں شرکت کا دعوت نامہ

محترم/محترمہ _____

السلام علیکم!

گفتگو میں شرکت کے لیے میری دعوت قبول کرنے کا شکریہ۔ اس گفتگو میں صرف چند لوگ مدعو ہیں اور گفتگو کی کامیابی کا انحصار آپ لوگوں کے تعاون پر ہے کیونکہ آپ میری دعوت قبول کر چکے ہیں لہذا میں آپ کی شرکت کی توقع رکھتے ہوئے یہ امید کرتا ہوں کہ آپ کی شرکت اس تحقیق کو فائد مند بنانے میں مددگار ہوگی۔ اس گفتگو میں صرف خواتین/مرد شریک ہوں گی/گے۔ یہ ایک تحقیقی کام ہے جس کا کسی خرید و فروخت سے کوئی تعلق نہیں۔ گفتگو کے اختتام پر شرکاء کے لیے خاطر تواضع کا انتظام ہوگا۔
مجھے امید ہے کہ آپ کی شرکت میری تحقیق میں مددگار ثابت ہوگی۔

وقت _____
تاریخ _____
جگہ _____

شکریہ

خیر اندیش

شاہد عرفان

ایم فل نفسیات، قومی ادارہ نفسیات

قائد اعظم یونیورسٹی اسلام آباد

SUMMARY OF FOCUS GROUPS

(Dates: 01-08-2006 to 15-09-2006)

In each group session the consumers cited their activities interest and opinions.

The most typical comments by the consumers of fast moving consumer goods were as follows:

آپ کی مصروفیات کیا ہیں؟

کام اور تفریحات:

- ☆ سارا دن گھر کے کاموں میں ہی گزر جاتا ہے۔ (مسز اجمل، اگست 6)
- ☆ تاریخی کتابیں، ناول پڑھنا، قرآن پاک کی تلاوت کرنا اور فارغ وقت میں کتابیں پڑھتی ہوں۔ (مسز مشتاق، اگست 6)
- ☆ گھر میں نو اسیوں کے ساتھ وقت گزر جاتا ہے۔ (مسز وحید، ستمبر 10)
- ☆ گھر کی صفائی کرتی ہوں اور کھانا بناتی ہوں۔ (مسز امتیاز، ستمبر 10)
- ☆ حالاتِ حاضرہ سے باخبر رہنے کے لئے اخبار پڑھتی ہوں۔ ٹی وی دیکھنے کا وقت کم ملتا ہے۔ (مسز اجمل، اگست 6)
- ☆ میوزک سنتی ہوں، اس سے سارے دن کی تھکاوٹ دور ہو جاتی ہے۔ (مسز بابر، اگست 6)
- ☆ میں رشتہ داروں سے ملتی ہوں اور جب کوئی تقریب ہو، شادی ہو، وہاں جاتی ہوں۔ (مسز بابر، اگست 6)
- ☆ فارغ و ست میں فون پر بات کرتی ہوں یا پھر باہر گھومنے پھرنے چلی جاتی ہوں۔ (بشری، اگست 6)
- ☆ چھٹی کے دن نامکمل کام مکمل کرتی ہوں۔ اس کے علاوہ سلائی، سجاوٹ اور گھومنا پھرنا (مسز عالیہ، اگست 6)
- ☆ میں پڑھتی ہوں، پڑھاتی ہوں، اس کے علاوہ گھر کے کام بھی کرتی ہوں۔ (مجیدہ، اگست 14)
- ☆ میں تنہا رہتی ہوں۔ رسالے پڑھتی ہوں۔ اکیلے بیٹھ کر غور و فکر کرتی ہوں۔ (فوزیہ، اگست 14)
- ☆ میں گھر میں سب سے بڑی ہوں، ہر طرح کی تقریبات میں جاتی ہوں۔ (سمیرا، اگست 14)
- ☆ چھٹی کے دن رشتہ داروں کے گھر جاتی ہوں۔ (شائلہ، اگست 14)
- ☆ ادھر ادھر آنا جانا اچھا نہیں لگتا۔ شور شرابہ پسند نہیں ہے۔ (سنڈریلہ، ستمبر 14)
- ☆ نیند پوری کرتی ہوں۔ (عاجلہ، ستمبر 15)
- ☆ گانا گاتی ہوں، کھانا بناتی ہوں اور فلمیں دیکھتی ہوں۔ (نشاء، ستمبر 5)

- ☆ ٹی وی دیکھتی ہوں۔ پیٹنگ، مصوری کرتی ہوں۔ (شیزہ، ستمبر 15)
- ☆ آج کل فارغ ہوں، کوئی کام نہیں کرتا۔ (جمیل، اگست 19)
- ☆ فارغ وقت میں کرکٹ کھیلتا ہوں، جب اس سے فارغ ہو جاؤں تو شاعری کی کتابیں پڑھتا ہوں۔ (وقاص، اگست 19)
- ☆ گھر کے کام کرتا ہوں، فلمیں دیکھتا ہوں یا پھر انٹرنیٹ استعمال کرتا ہوں۔ (منصور، اگست 19)
- ☆ کام سے واپس آ کر سو جاتا ہوں، پھر اٹھ کر دوسرے دن کی تیاری کرتا ہوں۔ (وسیم، اگست 19)
- ☆ خوشی کی تقریبات میں نہیں جاتا، غمی کی تقریبات میں ضرور جاتا ہوں، چاہے کوئی جاننے والا ہو یا نہ ہو! (عاصم، اگست 19)
- ☆ چھٹی کے دن رات اور دیر سے سوتا اور صبح دیر سے اٹھتا ہوں۔ رات کو دیر تک گلی محلے میں گھومتا پھرتا ہوں یا پھر دوستوں کے پاس جاتا ہوں۔ (ندیم، اگست 19)

- ☆ ادب سے متعلق کتابیں پڑھتا ہوں۔ چھٹی کے دن کرکٹ کھیلتا ہوں۔ (موسیٰ، ستمبر 3)
- ☆ فارغ وقت میں زیادہ تر غریب لوگوں کے دکھ بانٹتا ہوں۔ (رضوان، ستمبر 3)
- ☆ سیاسی تقریبات میں حصہ لیتا ہوں۔ (روؤف، ستمبر 3)
- ☆ لوک گیت میں بہت زیادہ سُننا ہوں۔ (خالد، ستمبر 3)
- ☆ تعلیمی پروگراموں میں حصہ لیتا ہوں۔ فلاحی کام کرتا ہوں۔ (صفر، ستمبر 7)
- ☆ کھیلوں کی سرگرمیوں میں زیادہ حصہ لیتا ہوں۔ (اشفاق، ستمبر 7)
- ☆ ایسی تقریبات میں جاتا ہوں، جہاں شعور کی بات ہو۔ (عمران، ستمبر 7)
- ☆ چھٹی میں اسٹیج ڈرامہ دیکھتا ہوں، دوستوں کے ساتھ تاش کھیلتا ہوں۔ (قیصر، ستمبر 7)
- ☆ شکار پر جانا، یا پھر سو جانا اور دوستوں سے ملنا ہوں۔ (نعمان، ستمبر 13)

سماجی کام:

- ☆ این جی اوز کے ساتھ مل کر کام کرتی ہوں۔ (شیزہ، ستمبر 15)
- ☆ کبھی کسی کو مدد کی ضرورت ہو، تو کر دیتی ہوں، لیکن اکیلے سب کے ساتھ نہیں (صائمہ، ستمبر 15)
- ☆ کبھی کوئی ایسا کام نہیں کیا۔ (عاجلہ، ستمبر 15)
- ☆ تعلیم میں مدد کر دیتی ہوں۔ (ثروت، ستمبر 15)
- ☆ اپنے کام سے متعلقہ ادارہ کی ممبر ہوں۔ (سونیا، ستمبر 16)
- ☆ ہم جس علاقے میں ہیں، وہاں کوئی تنظیم ہی نہیں اگر ہوتی تو کام کر لیتی۔ (مسز زیب، ستمبر 10)
- ☆ بات اس طرح ہے بیٹا کہ میں بہت بڑی ہوں۔ عبادت کو جاتی ہوں۔ محلے کے غریب لوگوں کی امداد کرتی ہوں۔ اس کے علاوہ بچوں کو قرآن پاک پڑھاتی ہوں۔ (مسز وحید، ستمبر 10)
- ☆ محلے یا علاقے کے کاموں پر مردوں نے قبضہ جمایا ہوا ہے۔ اس لئے موقع ہی نہیں ملتا۔ (مجیدہ، اگست 16)

- ☆ گھر کے اندر رہ کر ہی لوگوں کی مدد کرتی ہوں، باہر نہیں جاتی۔ (سیرا، اگست 14)
- ☆ بنیادی مسائل کے حل کے لئے لوگوں کی مدد کرتا ہوں۔ (نعیم، ستمبر 7)
- ☆ اپنے علاقے کی بہتری کے کاموں میں حصہ لیتا ہوں۔ (روؤف، ستمبر 3)
- ☆ محلے کی مسجد کا ممبر ہوں اور لائبریری کا انچارج ہوں۔ (نوید، ستمبر 13)
- ☆ سیاسی پارٹیوں سے وابستگی ہے۔ سوسائٹی میں کام کیا، مگر ہر کوئی اپنا الو سیدھا کرتا ہے۔ (منصور، اگست 19)

خریداری:

- ☆ میں صرف سجاوٹ کی چیزیں لاتی ہوں۔ سب سے اچھا اور سب سے پہلے نیا فیشن لاتی ہوں۔ (مسز خالد، اگست 6)
- ☆ اپنے لئے اور بچوں کے لئے کپڑے اور اشیاء خریدنے جاتی ہوں۔ (مسز اجمل، اگست 6)
- ☆ بچن کی چیزیں اور برتن خریدنے جاتی ہوں۔ (مسز مشتاق، اگست 6)
- ☆ میں ہر طرح کی خریداری کرتی ہوں۔ (بشری سرور، اگست 6)
- ☆ جو اچھی مارکیٹ ہو، وہاں سے خریداری کرتی ہوں۔ (مجیدہ، اگست 6)
- ☆ خریداری کرتے وقت اپنی پسند کو مد نظر رکھتی ہوں۔ (ارم، اگست 6)
- ☆ گھر کے لئے مردہی خریداری کرتے ہیں۔ (مسز زاہد، ستمبر 20)
- ☆ جہاں سے اچھی اور معیاری چیز مل جائے، وہاں سے خریداری کرتی ہوں۔ (مسز وحید، ستمبر 10)
- ☆ واقف دوکاندارس ضرورت کے مطابق خریداری کرتا ہوں۔ (ندیم، اگست 19)
- ☆ جو دوکان نزدیک ہو، وہیں سے خریداری کرتا ہوں۔ (مشتاق، اگست 19)
- ☆ مہینے کے آخر میں خریداری کرتا ہوں، جب تنخواہ ملتی ہے۔ (خالد، ستمبر 3)
- ☆ کبھی کبھار ضرورت کی چیزیں لے آتا ہوں۔ (عمران، ستمبر 7)
- ☆ جہاں سے چیز اچھی ملے، وہاں سے خریداری کر لیتا ہوں۔ (نعمان، ستمبر 13)

کھیل:

- ☆ بیڈمنٹن کھیلتی ہوں۔ (ثروت، ستمبر 15)
- ☆ کوئی کھیل نہیں کھیلتی ہوں۔ (عاجلہ، ستمبر 15)
- ☆ کرکٹ دیکھنے میں اچھی لگتی ہے، کھیلنے کا کچھ بھی نہیں ہے۔ (صائمہ، ستمبر 15)
- ☆ بیٹی کے ساتھ مل کر لڈو، پکٹن پکٹائی، دوڑنا کھیلتی ہوں۔ (شازیہ، ستمبر 14)
- ☆ دوز میں حصہ لیتی ہوں۔ (مسرت، ستمبر 14)
- ☆ لڈو، چھپن چھپائی اور اپنی بچی کے ساتھ بیڈمنٹن کھیلتی ہوں۔ (مسز خالد، اگست 6)
- ☆ اب نہیں کھیل سکتی، صرف دیکھتی ہوں۔ (مسز رضا، ستمبر 10)

- ☆ موبائل گیمز کھیلتا ہوں۔ (حفیظ، ستمبر 13)
- ☆ کیرم بورڈ اور لان ٹینس کھیلتا ہوں۔ (مطلوب، ستمبر 13)
- ☆ سب گیمز میں حصہ لیتا ہوں۔ (حسانت، ستمبر 13)
- ☆ شکار پر جاتا ہوں، سور، خرگوش اور پرندے (نعمان، ستمبر 13)
- ☆ تاش شطرنج اور کرکٹ کھیلتا ہوں۔ (اکرم، ستمبر 13)
- ☆ اپنے کلب کی طرف سے ہاکی کھیلتا ہوں۔ (رضوان، ستمبر 3)
- ☆ فٹ بل کھیلتا ہوں۔ (روؤف، ستمبر 3)
- ☆ سنو کر اور کرکٹ دونوں کھیلتا ہوں۔ (جمیل، اگست 19)
- ☆ میرا پسندیدہ کھیل ہے اسکوائش، فٹ بل اور کراٹے۔ (عاصم، اگست 19)
- ☆ فٹ بال اور والی بال کھیلتا ہوں۔ (آفتاب، اگست 19)

مشاغل اور دلچسپیاں

خاندان رگھر:

- ☆ خاندان کے تعلیمی اور سماجی معاملات میں دلچسپی لیتی ہوں۔ (مسز اجمل، اگست 6)
- ☆ سجاوٹ اور گارڈنگ پسند ہے۔ (مسز خالد، اگست 6)
- ☆ گھر کی دیکھ بھال کرنا اور باقی سارے معاملات میں دلچسپی لیتی ہوں۔ (مسز خان، اگست 6)
- ☆ اپنے ہم عمر لڑکے لڑکیوں کو مشورہ دینا۔ اگر مجھ سے متعلق بات ہو، تو اس میں ضرور شامل ہوتی ہوں۔ (فوزیہ، اگست 14)
- ☆ میں بچن کے کام میں زیادہ دلچسپی لیتی ہوں۔ (آصفہ، اگست 14)
- ☆ گھر میں کوئی فنکشن ہو، تو اس میں زیادہ دلچسپی ہوتی ہے۔ (نادیہ، ستمبر 14)
- ☆ مجھے نئی نئی ڈشز بنانے کا شوق ہے۔ (مسز عبدالرشید، ستمبر 10)
- ☆ گھر کی صفائی، بچن کے کام اور مہمانوں کے لئے چیزیں تیار کرنے میں دلچسپی ہوتی ہے۔ (مسز شاہد، ستمبر 10)
- ☆ کوئی بیمار ہو یا کوئی لڑائی ہو جائے، تو مدد کرنا اچھا لگتا ہے۔ (منصور، اگست 19)
- ☆ گھر سے سارے معاملات اور کھیتی باڑی میں دلچسپی لیتا ہوں۔ (انصر، اگست 19)
- ☆ چھوٹے بھائیوں کی راہ نمائی کرنا اچھا لگتا ہے۔ (مشاق، اگست 19)
- ☆ فیملی کے اسکینڈلز میں دلچسپی لیتا ہوں۔ (موسیٰ، ستمبر 3)
- ☆ خاندان کی سیاست میں دلچسپی ہے کہ کون کیا کر رہا ہے؟ کیسے ہے؟ ایسا کیوں ہوا؟ (بابر، ستمبر 3)
- ☆ بچوں کی تعلیم و تربیت میں دلچسپی لیتا ہوں۔ (بلال، ستمبر 3)

- ☆ گھر کے فیصلے والد صاحب کریں، تو اچھا لگتا ہے۔ (قیصر، ستمبر 7)
 - ☆ کوئی خاص دلچسپی نہیں، مگر کوئی خاص حوالے سے مشورہ لے تو ضرور مدد کرتا ہوں۔ (عمران، ستمبر 7)
 - ☆ گھر کا سربراہ ہوں۔ سارے معاملات میں دلچسپی لیتا ہوں۔ (حفیظ، ستمبر 13)
- کام کے بارے میں رویے
- ☆ دوسروں کی مدد کرنا اچھا لگتا ہے۔ (فرخ، ستمبر 15)
 - ☆ دوسروں کو تنگ کرنا اچھا لگتا ہے۔ (نشاء، ستمبر 15)
 - ☆ کوئی میرے کام کی تعریف کرے، تو مجھے اچھا لگتا ہے۔ (مسز شمیم، ستمبر 10)
 - ☆ کھانے کا معیار اور صفائی پسند ہے۔ (مسز رضا، ستمبر 10)
 - ☆ ادھورا کام کرنا پسند نہیں، جو بھی کام کرتی ہوں، پورا کرتی ہوں۔ (مسز زیب، ستمبر 10)
 - ☆ توجہ اور لگن سے کام کرنا پسند ہے۔ (فوزیہ، اگست 14)
 - ☆ جلدی جلدی کام ختم کرنا پسند ہے۔ (سمیرا، اگست 14)
 - ☆ مشکل کام کرنا پسند ہے۔ (زاہدہ، اگست 14)
 - ☆ کام کے دوران پیار محبت سے پیش آنا پسند ہے۔ (عالیہ، اگست 6)
 - ☆ دوسروں سے خوش اخلاقی سے پیش آنا اچھا لگتا ہے۔ (نوید، ستمبر 13)
 - ☆ کام کو ترتیب سے کرنا اچھا لگتا ہے۔ (حفیظ، ستمبر 13)
 - ☆ نئی جہتوں سے واقف ہونے کی کوشش کرتا ہوں۔ (حنات، ستمبر 13)
 - ☆ سوچنا اور لکھنا اچھا لگتا ہے۔ (مطلوب، ستمبر 13)
 - ☆ اپنے خیالات کو دوسروں تک پہنچانا اچھا لگتا ہے۔ (عمران، ستمبر 7)
 - ☆ اگر کام سے کسی کو مطمئن کر لوں تو خوشی ہوتی ہے۔ (صفدر، ستمبر 7)
 - ☆ دیانتداری اور توجہ سے کام کرنا اچھا لگتا ہے۔ (بابر، ستمبر 3)
 - ☆ بچوں کو اچھا معیارِ تعلیم دینا پسند ہے۔ (عدیل، ستمبر 3)
 - ☆ مجھے بچوں کی غیر نصابی سرگرمیوں میں مزہ آتا ہے۔ (موسیٰ، ستمبر 3)
 - ☆ کام کے بعد لڑکیوں کے ساتھ ڈیٹ پر جانا پسند ہے۔ (منصور، اگست 19)
 - ☆ کام کے دوران دوستوں سے لڑکیوں کی باتیں کرنا کہ کون سی لڑکی کی خوبصورت ہے؟ (جمیل، اگست 19)
 - ☆ جوش و جذبے سے کام کرنا اور اس پر عبور حاصل کرنا پسند ہے۔ (وقاص، اگست 19)

علاقہ رحلہ

- ☆ صفائی اور پانی کے نکاس کا بہتر انتظام اچھا لگتا ہے۔ (مسز اجمل، اگست 6)
- ☆ محلے میں دینی تقریبات میں جانا پسند ہے۔ (مسز فائزہ، اگست 6)
- ☆ علاقے کے لوگوں کی تعلیم میں دلچسپی لیتی ہوں۔ (مسز عالیہ، اگست 6)
- ☆ علاقے میں غریب لوگوں کی مدد کرنا پسند ہے۔ (مسز بابر، اگست 6)
- ☆ کسی اور کے کام میں دلچسپی لینے کا مطلب ہے کہ آئیل مجھے مار۔ (کوثر، اگست 14)
- ☆ لوگوں کے دکھ سکھ میں شریک ہونا پسند ہے۔ (مسز عبدالرشید، ستمبر 10)
- ☆ علاقے / محلے کے ہر کام میں بڑھ چڑھ کر حصہ لینا۔ (وقاص، اگست 19)
- ☆ محلے کے بچوں کی اخلاقی اقدار کو بہتر بنانا پسند ہے۔ (روؤف، ستمبر 3)
- ☆ محلے میں امن و امان رہے، تو اچھا لگتا ہے۔ (عدیل، ستمبر 3)
- ☆ محلے علاقے کے معاملات میں دلچسپی نہیں لیتا۔ (رضوان، ستمبر 3)
- ☆ کیبل کے ماحول سے خراب ہونا پسند نہیں ہے۔ (صفر، ستمبر 3)
- ☆ معاشرے کے سماجی مسائل کو اعلیٰ حکام تک پہنچانے میں دلچسپی ہے۔ (عمران، ستمبر 3)
- ☆ محلے میں بیماروں کی تیمارداری پر جانا اچھا لگتا ہے۔ (رمضان، ستمبر 3)

تفریحات

- ☆ لڑکوں کو دیکھنا اچھا لگتا ہے۔ (نشاء، ستمبر 15)
- ☆ لوگوں کو تنگ کرنا اچھا لگتا ہے۔ (ثروت، ستمبر 15)
- ☆ فرینڈز کے ساتھ گھومنا پھرنا پسند ہے۔ (عاجلہ، ستمبر 15)
- ☆ تنہائی میں موسیقی سننا پسند ہے۔ (صائمہ، ستمبر 15)
- ☆ ٹی وی دیکھنا اور اخبار پڑھنا پسند ہے۔ (شینہ، ستمبر 15)
- ☆ ریڈیو پر ایف ایم سننا پسند ہے۔ (زہرہ، ستمبر 15)
- ☆ گھر والوں کے ساتھ گھومنے پھرنے جانا پسند ہے۔ (مجیدہ، اگست 14)
- ☆ فارغ وقت میں باہر جا کر آکس کریم کھانا اچھا لگتا ہے۔ (مسز مشتاق، اگست 6)
- ☆ کمپیوٹر پر کام کرنا پسند ہے۔ (مسز بشری، اگست 6)
- ☆ رسالے، دینی کتابیں اور ٹی وی پروگرام پسند ہیں۔ (مسز عبدالرشید، ستمبر 10)
- ☆ ٹی وی پر فلمیں دیکھتی ہوں۔ (شازیہ، ستمبر 14)
- ☆ حالاتِ حاضرہ میں دلچسپی ہے۔ (حسنا، ستمبر 13)

- ☆ ہر سال شمالی علاقہ جات کی طرف جانا پسند ہے۔ (اشفاق، ستمبر 7)
- ☆ جنگ اخبار شوق سے پڑھنا۔ (صفدر، ستمبر 7)
- ☆ تاریخی مقامات پر جانے کا شوق ہے۔ (بابر، ستمبر 3)
- ☆ انڈین فلمیں دیکھنا پسند ہے۔ (موسیٰ، ستمبر 3)
- ☆ انگلش فلمیں دیکھنا اچھا لگتا ہے۔ (بلال، ستمبر 3)
- ☆ انڈین گلوکار ہمیش کے گانے سُنتا ہوں۔ (توقیر، اگست 19)

فیشن

- ☆ جو اکثریت استعمال کرے، وہی فیشن اچھا لگتا ہے۔ (مسز اجمل، اگست 6)
- ☆ قمیض شلوار پسند ہے، جس میں جسم کی نمائش نہ ہو۔ (مسز مشتاق، اگست 6)
- ☆ ایسا فیشن پسند ہے، جو شخصیت کے مطابق ہے۔ (مسز بابر، اگست 6)
- ☆ شاکش شلوار قمیض پسند ہے۔ (مسز بشری، اگست 6)
- ☆ فیشن میں حد سے گزرنا اچھا نہیں لگتا۔ (زاہدہ، اگست 14)
- ☆ صاف ستھرے کپڑے پسند ہیں، فیشن ایبل نہیں ہوں۔ (مسز امتیاز، ستمبر 10)
- ☆ وہ فیشن پسند ہے، جو سب سے مختلف بنائے۔ (صائمہ، ستمبر 15)
- ☆ فیشن پسند نہیں، سادگی پسند ہوں۔ (ندیم، اگست 19)
- ☆ جو آج کل نیا فیشن ہے، پسند کرتا ہوں۔ (توقیر، اگست 19)
- ☆ ہمارے جو نیشنل ہیں، بی جیز، رضوان بیگ، جنید، ان کے اسٹائل، لباس کو پسند کرتا ہوں۔ (روؤف، ستمبر 3)
- ☆ گرتا شلوار، گھسہ اور بڑی بڑی موٹھیں پسند ہیں۔ (نعمان، ستمبر 13)
- ☆ میں نیا فیشن نہیں کر سکتا۔ جس علاقے میں ہوں، اسی طرح کا لباس پہنتا ہوں۔ (حسانت، ستمبر 13)

خوراک:

- ☆ کھانے میں بریانی اور ہر طرح کے چائینر بھی پسند ہیں۔ (شیزہ، ستمبر 15)
- ☆ دودھ بالکل نہیں پیتی، فروٹ اچھے لگتے ہیں۔ (ثروت، ستمبر 15)
- ☆ چاول سے بنا ہر کھانا اچھا لگتا ہے۔ (عاجلہ، ستمبر 15)
- ☆ چٹ پٹے، مرچوں والے کھانے پسند ہیں۔ (فرخ، ستمبر 15)
- ☆ متوازن خوراک پسند ہے۔ سبزیاں، مرغی سے بنی ہوئی اشیاء پسند ہیں۔ (نشاء، ستمبر 15)
- ☆ پلاؤ، شامی، چکن کڑاہی، دال اور سبزیاں بہت پسند ہیں۔ (مسرت، ستمبر 14)

- ☆ سب کچھ کھالیتی ہوں۔ سب سے زیادہ آلو پچپن سے کھا رہی ہوں۔ (سونیا، ستمبر، 14)
- ☆ سادہ کھانا شوق سے کھاتی ہوں۔ (مسز وحید، ستمبر، 10)
- ☆ سبزی کے علاوہ ہر چیز پسند ہے۔ (سمیرا، اگست، 14)
- ☆ گوشت سے بنی سادی ڈشز پسند ہیں۔ (مسز اجمل، اگست، 6)
- ☆ دال چاول، مکی کی روٹی اور لسی پسند ہے۔ (نعمان، ستمبر، 13)
- ☆ ہر وہ چیز جس کا ذائقہ اچھا لگے، کھا لیتا ہوں۔ (نوید، ستمبر، 13)
- ☆ کوئی خاص نہیں گھر میں جو پکا ہو، کھا لیتا ہوں۔ (اشفاق، ستمبر، 7)
- ☆ زود ہضم غذا، ابلے ہوئے چاول کھاتا ہوں۔ (روؤف، ستمبر، 3)
- ☆ کھانے میں چاول اور مچھلی پسند ہے۔ (مشاق، اگست، 19)

موضوعات پر رائے:

اپنے بارے میں:

- ☆ اگر غلط بات کروں، تو معافی مانگ لوں اور مجھ سے کسی کو تکلیف نہ ہو۔ (مسز عالیہ، اگست، 6)
- ☆ میرا رویہ سب سے نارمل ہو۔ میں مطمئن ہی رہتی ہوں۔ (مسز بشری، اگست، 6)
- ☆ مجھے غصہ بہت آتا ہے۔ (مسز خاں، اگست، 6)
- ☆ میں ہر ماحول میں ایڈجسٹ کر لیتی ہوں۔ (مسز اجمل، اگست، 6)
- ☆ آنے والے دنوں میں، میں بہتر مقام پر ہونگی۔ (مسز فائزہ، اگست، 6)
- ☆ میں آزاد ہونگی۔ (مسز عالیہ، اگست، 6)
- ☆ اللہ نے مجھے دوسروں کی خدمت کے لیے بنایا ہے۔ (زاہد، اگست، 14)
- ☆ عاجزی پسند ہے اور عاجزی اپنانا چاہتی ہوں۔ (ارم، اگست، 14)
- ☆ اپنی شخصیت میں نکھار پیدا کرنے کا سوچتی ہوں۔ (سمیرا، اگست، 14)
- ☆ مستقبل کا انحصار آئیو الے حالات پر ہے۔ (مجیدہ، اگست، 14)
- ☆ دس سال کے بعد ماں اور بیوی ہوں گی۔ (سمیرا، اگست، 14)
- ☆ جتنا اب خوش ہوں پھر اتنا خوش نہیں ہوں گی فی الحال اچھا ہے۔ (نشاء، ستمبر، 15)
- ☆ ہم نہ بدلے ہیں نہ بدلیں گے یہ قسم کھاتے ہیں۔ لوگ یہ کیسے ہیں کہ اپنا بدل جاتے ہیں۔ (فرخ، ستمبر، 15)
- ☆ ابھی جو ہوں اچھا ہوں۔ (عاصم، اگست، 19)
- ☆ آج کل فارغ ہوں اور چاہتا ہوں کہ اپنے پاؤں پر کھڑا ہو جاؤں۔ (آفتاب، اگست، 19)

- ☆ مستقبل یہ ہے کہ خون سفید ہو چکا ہے۔ جو جتنا خود کے لیے کوشش کرے گا اچھا ہے۔ (عاصم، اگست 19)
- ☆ آنے والے دنوں میں لوگوں کی فلاح کے لئے کام کروں گا۔ (وقاص، اگست 19)
- ☆ بہت زیادہ کما کر اپنا نام پیدا کروں۔ (روؤف، ستمبر 3)
- ☆ خوشی ہے کہ اشرف المخلوقات ہوں اسلئے انسان بننے کی کوشش کرتا ہوں۔ (بابر، ستمبر 3)
- ☆ جس پروفیشن میں ہوں اپنا نام پیدا کروں۔ (بلال، ستمبر 3)
- ☆ آئیو الے دنوں میں ہم پہچان کھو دیں گے۔ (موسیٰ، ستمبر 3)
- ☆ جو کرنا چاہتا تھا حالات کی وجہ سے نہیں کر سکا۔ (اشفاق، ستمبر 7)
- ☆ اپنے بارے میں سوچنے کا موقع نہیں ملتا۔ (نعمان، ستمبر 13)
- ☆ جتنے بھی سماجی، معاشی مسائل ہیں، یہ آج بہتر ہیں آئیو الے لکل سے۔ (حسانت، ستمبر 13)

ملک کے حالات کے بارے میں:

- ☆ کوئی دلچسپی نہیں پتہ نہیں باہر کیا ہو رہا ہے۔ گھر کے مسائل ہی کافی ہیں۔ (حنا، ستمبر 14)
- ☆ کھانے پینے کی طرح تعلیم ضروری ہے۔ (سمیرا، ستمبر 14)
- ☆ تعلیم سے خوبصورت شخصیت سامنے آتی ہے۔ یہ انسان کو انسان بناتی ہے۔ (سنڈریلا، ستمبر 14)
- ☆ ثقافت میں مثبت تبدیلی آرہی ہے۔ اب دینی معاملات دیکھتے ہیں۔ (سونیا، ستمبر 14)
- ☆ عورتوں کو بھی معاشی معاملات میں مردوں کے ساتھ ہونا چاہیے۔ (آصفہ، اگست 14)
- ☆ اگر سب مل کر محنت کریں، تو ملک کے حالات اچھے ہو سکتے ہیں۔ (کوثر، اگست 14)
- ☆ خاندانی نظام ہماری ثقافت ہے، یہ اچھا ہے۔ (رابعہ، اگست 14)
- ☆ تعلیم ایسا زور ہے جس کے بغیر بہتر زندگی ممکن نہیں۔ (مسز اجمل، اگست 6)
- ☆ مجھے پاکستانی ثقافت پسند ہے۔ (مسز بابر، اگست 6)
- ☆ سیاست میں جھوٹ اور منافقت ہے۔ (مسز مشتاق، اگست 6)
- ☆ ملک کے معاشی حالات اچھے ہو جائیں گے۔ (مسز عالیہ، اگست 6)
- ☆ ثقافت پہچان ہوتی ہے اس کو بھولنا نہیں چاہیے۔ (مسز اجمل، اگست 6)
- ☆ ملک میں جرائم کی شرح زیادہ ہے۔ (حسانت، ستمبر 13)
- ☆ صحت، انصاف، تعلیم اور لوگوں میں برداشت کی کمی ہے۔ (مطلوب، ستمبر 13)
- ☆ بے روزگاری سے آوارگی اور کنواری آتی ہے اور سیاست ہے کہ جیسے گھری ہوئی ہے طوائف تماش بینوں میں (نعمان، ستمبر 13)
- ☆ سیاست سے ناواقفیت عام آدمی کا سب سے بڑا مسئلہ ہے۔ (حسانت، ستمبر 13)
- ☆ ملک میں افراط زر زیادہ ہے۔ حکومت صحیح اعداد نہیں بتاتی۔ (اکرام، ستمبر 13)

- ☆ ملک میں مہنگائی ہے۔ زراعت پر زور نہیں ہے۔ (فضل، ستمبر 13)
- ☆ تعلیم کا اثر مثبت ہے مگر سماجی تعلیم نہیں دی جاتی ملک میں۔ (نعمان، ستمبر 13)
- ☆ میڈیا سے غلط چیزیں ثقافت میں آرہی ہیں۔ (حسانت، ستمبر 13)
- ☆ میڈیا کلچر کو نہیں دکھا رہا ہے۔ (نوید، ستمبر 13)
- ☆ سیاست میں دلچسپی نہیں۔ سیاسی لوگوں پر اعتبار بھی نہیں ہے۔ (قیصر، ستمبر 7)
- ☆ ہمارے معاشرے میں مذہبی رواداری کا فقدان ہے۔ (منیر، ستمبر 7)
- ☆ ہمارے ملک میں رشوت اور سفارش بہت زیادہ ہے۔ (رمضان، ستمبر 7)
- ☆ سیاست تجارت بن گئی ہے۔ خدمت کی بجائے کچھ حاصل کرنیکی کوشش ہوتی ہے۔ (نعیم، ستمبر 7)
- ☆ ملک کی ترقی کا انحصار اچھی سیاست پر ہے۔ (صفر، ستمبر 7)
- ☆ اگر سیاست کا مقصد عوام کی خدمت کرنا ہے تو بہتر چیز ہے۔ (عمران، ستمبر 7)
- ☆ تجارت میں ناجائز منافع اور ملاوٹ کا رجحان ہے۔ (اشفاق، ستمبر 7)
- ☆ ملکی معیشت مضبوط ہوئی ہے۔ ملک ترقی کر رہا ہے۔ (نعیم، ستمبر 7)
- ☆ تعلیم سے رویوں میں بہتری آئی ہے۔ (صفر، ستمبر 7)
- ☆ تعلیم تمام مسائل کا حل ہے۔ (عمران، ستمبر 7)
- ☆ معیار اور خریدنے کی قوت، خریداری میں اہم ہے۔ (صفر، ستمبر 7)
- ☆ خریداری کے وقت معیار اور قیمت دیکھی جاتی ہے۔ (قیصر، ستمبر 7)
- ☆ جو کلچر کی حدود ہیں۔ روایات کو اپنایا جائے باقی نہیں۔ (اشفاق، ستمبر 7)
- ☆ بچوں سے ملازمت نہ کروائی جائے۔ (رؤف، ستمبر 3)
- ☆ عورتوں کو گھر کے کام اور خاوند کی خدمت کرنی چاہئے۔ (رضوان، ستمبر 3)
- ☆ ہماری اخلاقی اقدار ختم ہو رہی ہیں۔ (موسیٰ، ستمبر 3)
- ☆ ویسے تو سیاست ٹھیک ہے مگر حقوق نسواں بل کے خلاف ہوں۔ (رضوان، ستمبر 3)
- ☆ ایک ہی چیز کی مختلف قیمتیں لی جاتی ہیں یہ اچھی بات نہیں۔ (رؤف، ستمبر 3)
- ☆ ہم ملک کی اشیاء خریدنا پسند نہیں کرتے۔ (بابر، ستمبر 3)
- ☆ پاکستان میں کاروبار کے اچھے مواقع ہیں۔ (طارق، ستمبر 3)
- ☆ مہنگائی نے عام لوگوں کی کمر توڑ دی ہے۔ (موسیٰ، ستمبر 3)
- ☆ جو امیر ہے امیر تر اور جو غریب ہیں غریب تر ہوتے جا رہے ہیں۔ (بابر، ستمبر 3)
- ☆ تعلیم زندگی کے ہر پہلو پر اثر ڈالتی ہے۔ (بلال، ستمبر 3)

- ☆ ہم بغیر سوچے سمجھے مغرب کی تقلید کر رہے ہیں۔ ہماری پہچان نہیں رہی۔ (موسیٰ، ستمبر 3)
- ☆ غریبوں کی بچیوں اور بچوں کی شادی نہ ہونا اہم مسئلہ ہے۔ (منصور، اگست 19)
- ☆ ہمارے معاشرے میں منافقت زیادہ ہے۔ (جمیل، اگست 19)
- ☆ ماحولیاتی آلودگی بہت اہم مسئلہ ہے۔ (وقاص، اگست 19)
- ☆ ملک کے سیاسی حالات ٹھیک نہیں ہیں۔ (آفتاب، اگست 19)
- ☆ مہنگائی کی وجہ سے کاروبار بند ہو گئے ہیں۔ (افسر، اگست 19)
- ☆ تعلیم مرد اور عورت دونوں کے لیے ضروری ہے۔ (توقیر، اگست 19)
- ☆ ہماری ثقافت برائے نام رہ گئی ہے۔ ہم غیر ملکیوں کو اپنا رہے ہیں۔ (توقیر، اگست 19)

INITIAL ITEM POOL

- 1 میں فارغ اوقات میں گانے سنتا/تی ہوں۔
- 2 میں فارغ اوقات میں تاریخی کتابیں پڑھتا/تی ہوں۔
- 3 مجھے پڑھانا اچھا لگتا ہے۔
- 4 میں گھر کے سارے کام کرتا/تی ہوں۔
- 5 میں اپنا ہر کام خود کرتا/تی ہوں۔
- 6 میں اپنے کام میں دوستوں سے مدد لیتا/تی ہوں۔
- 7 مجھے غمگین جلی کٹی موسیقی پسند ہے۔
- 8 مجھے تیز دھنوں والے گانے سننا پسند ہیں۔
- 9 مجھے باغبانی پسند ہے۔
- 10 میں ادبی کتابیں شوق سے پڑھتا/تی ہوں۔
- 11 میں دینی کتابیں شوق سے پڑھتا/تی ہوں۔
- 12 مجھے پیانو بجانے کا شوق ہے۔
- 13 میں لوک گیت شوق سے سنتا/تی ہوں۔
- 14 مجھے ملی نغمے سننا اچھا لگتا ہے۔
- 15 مجھے گانا گانا اچھا لگتا ہے۔
- 16 مجھے پینٹنگ اور آرٹ میں دلچسپی ہے۔
- 17 میں روزمرہ مصروفیات میں یکسانیت کا شکار ہوں۔
- 18 مجھے فارغ وقت میں تخلیقی کام کرنا پسند ہے۔
- 19 مجھے کھانا بنانا پسند ہے۔
- 20 مجھے مہمان نوازی میں مزا آتا ہے۔
- 21 میں خوشی کی تقریبات میں شرکت کرتا/تی ہوں۔
- 22 میں تفریحی تقریبات میں شریک ہوتا/تی ہوں۔
- 23 میں دوسروں کے دکھ درد اور غم میں جاتا/تی ہوں۔

- 24 میں ادبی اور تعلیمی تقریبات میں شرکت کرتا ہوں۔
- 25 میں اپنے علاقے اور عوام کی فلاح و بہبود کے لئے کام کرتا ہوں۔
- 26 مجھے غریب لوگوں کی مدد کرنا اچھا لگتا ہے۔
- 27 میں علاقے محلے کے مسائل حل کرنے میں لوگوں کے ساتھ تعاون کرتا ہوں۔
- 28 مجھے دینی تقریبات میں جانا پسند ہے۔
- 29 فرصت کے وقت دوست احباب کے گھر جاتا ہوں۔
- 30 میں چھٹی کا دن سو کر گزارتا ہوں۔
- 31 میں چھٹی کے دن گھر کی صفائی کرتا ہوں۔
- 32 میں چھٹی کے دن باورچی خانہ میں کام کرتا ہوں۔
- 33 میں چھٹی کے دن بچوں کی سکول کے کام میں مدد کرتا ہوں۔
- 34 چھٹیوں میں کوئی نیا کام یا ہنر سیکھنے کی کوشش کرتا ہوں۔
- 35 میں چھٹیوں میں پہاڑی علاقہ جات کی سیر کو جاتا ہوں۔
- 36 میں چھٹیوں میں ادھورے کام مکمل کرتا ہوں۔
- 37 فارغ وقت ادھورا کام مکمل کرنے میں گزار جاتا ہے۔
- 38 چھٹی کے دن پہلے رات کو دیر سے سونا اور پھر صبح دیر سے اٹھنا پسند ہے۔
- 39 مجھے چھٹیاں گھر میں گزارنا اچھا لگتا ہے۔
- 40 مجھے تنہا ہنا اچھا لگتا ہے۔
- 41 مجھے شور شرابہ پسند نہیں ہے۔
- 42 میں دوسرے لڑکے لڑکیوں کی حرکتوں پر نظر رکھتا ہوں۔
- 43 مجھے تاریخی مقامات پر جانے کا شوق ہے۔
- 44 مجھے لانگ ڈرائیو پر جانا پسند ہے۔
- 45 مجھے بازار میں یا سٹریک پر کھڑے ہو کر آیسکریم کھانا اچھا لگتا ہے۔
- 46 میرے لیے گھومنا پھرنا سب سے بڑی تفریح ہے۔
- 47 مجھے جنس مخالف سے دوستی کرنا پسند ہے۔
- 48 مجھے دوسروں کو تنگ کرنے میں مزہ آتا ہے۔
- 49 مجھے صرف دوستوں کے ساتھ تقریبات میں جانا پسند ہے۔

- 50 میں تفریحی تقریبات میں حصہ لیتا ہوں۔
- 51 مجھے سیر و سیاحت پر جانا پسند ہے۔
- 53 میں فارغ وقت میں دوستوں کے ساتھ گپ شپ لگاتا ہوں۔
- 54 میں اپنی ضرورت کی تمام اشیاء کی خریداری خود کرتا ہوں۔
- 55 گھر کی ضرورت کی اشیاء کی خریداری مجھے کرنا ہوتی ہے۔
- 56 میں ہمیشہ اچھے اور معیاری بازار سے اشیاء خریدتا ہوں۔
- 57 میں کسی بھی جگہ سے خریداری کر لیتا ہوں۔
- 58 گھر کے لئے خریداری مہینے کے شروع میں کی جاتی ہے۔
- 59 میں ہر ہفتے میں ایک دن خریداری کے لئے جاتا ہوں۔
- 60 خریداری کا کوئی دن مقرر نہیں جب ضرورت ہو خریداری کر لیتا ہوں۔
- 61 مجھے ہر طرح کی خریداری کرنا اچھا لگتا ہے۔
- 62 اگر دوکاندار ایماندار ہو تو میں خریداری کرتا ہوں۔
- 63 لڑکیوں کو خریداری میں رعایت ملتی ہے۔
- 64 دوستوں کے ساتھ خریداری پر جانے کا زیادہ مزہ آتا ہے۔
- 65 میں ہر طرح کی کھیلوں میں حصہ لیتا ہوں۔
- 66 میں کھیلوں میں ٹیم گیمز جیسے ہاکی، فٹبال، اور کرکٹ وغیرہ کھیلتا ہوں۔
- 67 میں کھیلوں میں سنگل گیمز جیسے دوڑ، بیڈمنٹن اور کراٹے میں حصہ لیتا ہوں۔
- 68 مجھے انڈور کھیل جیسے تاش، لڈو اور شطرنج پسند ہیں۔
- 69 مجھے آوٹ ڈور کھیل جیسے ہاکی اور کرکٹ پسند ہیں۔
- 70 مجھے موبائل پر گیمز کھیلنا پسند ہے۔
- 71 مجھے کھیلوں میں صرف دیکھنے کی حد تک دل چسپی ہے۔
- 72 میں کھیلوں کی سرگرمیوں میں زیادہ حصہ لیتا ہوں۔
- 73 میں اپنے خاندان کے ہر معاملہ میں حصہ لیتا ہوں۔
- 74 مجھے صرف ہم عمر رشتہ داروں کی باتوں میں دل چسپی ہوتی ہے۔
- 75 خاندان اور گھر کے فیصلے کرنے کا حق بزرگوں کو ہے۔
- 76 اگر گھر میں مجھ سے متعلق کوئی بات ہو تو میں اس میں حصہ لیتا ہوں۔

- 77 مجھے گھر کی صفائی و آرائش میں دل چسپی ہے۔
- 78 میں گھر کے معاملات میں حصہ لیتا اتی ہوں۔
- 79 جب لوگ میرے کام کی تعریف کریں تو مجھے اچھا لگتا ہے۔
- 80 میری کوشش ہوتی ہے کہ ہر کام جلدی جلدی کروں۔
- 81 اپنا کام پایہ تکمیل تک پہنچانا میرے لیے تسکین کا باعث ہے۔
- 82 مشکل کام کرنے میں مجھے مزہ آتا ہے۔
- 83 ایمانداری سے کام کرنا مجھے اچھا لگتا ہے۔
- 84 توجہ اور لگن سے کام کرنا مجھے اچھا لگتا ہے۔
- 85 جب میرے کام کی وجہ سے مجھے کوئی اہمیت دے تو مجھے اچھا لگتا ہے۔
- 86 اپنے کام میں وقت کی پابندی میرے لئے اہمیت رکھتی ہے۔
- 87 میری کوشش ہوتی ہے کہ میرے کام سے ملک و قوم کا فائدہ ہو۔
- 88 مجھے اپنا کام طریقے اور سلیقے سے کرنا پسند ہے۔
- 89 اپنے کام میں لوگوں کو صحیح معلومات دینا مجھے اچھا لگتا ہے۔
- 90 میں علاقے محلے کے لوگوں کی اخلاقی تربیت پر توجہ دیتا اتی ہوں۔
- 91 مجھے اپنے علاقے محلے میں صفائی پسند ہے۔
- 92 میں حالات حاضرہ جاننے میں خصوصی دل چسپی رکھتا اتی ہوں۔
- 93 میرا پسندیدہ لباس شلوار قمیص ہے۔
- 94 مجھے بغیر آستینوں کے قمیص پہننا پسند ہے۔
- 95 مجھے جینز پہننا پسند ہے۔
- 96 لباس میں مجھے تنگ کپڑے پہننا اچھا لگتا ہے۔
- 97 فیشن وہی اچھا ہوتا ہے جو اکثریت استعمال کرے۔
- 98 لباس ایسا ہونا چاہیے جس میں جسم کی نمائش نہ ہو۔
- 99 مجھے بالوں کو سنوارنا اچھا لگتا ہے۔
- 100 میری کوشش ہوتی ہے کہ ہر نیا سے نیا موبائل میرے ہاتھ میں ہو۔
- 101 لباس کا انتخاب علاقے کی ثقافت کے مطابق ہونا چاہیے۔
- 102 فیشن ایسا ہو جو آپ کو دوسروں سے مختلف بنائے۔

- 103 فیشن کرتے وقت سماجی اور مذہبی حدود کا خیال رکھنا چاہیے۔
- 104 مجھے ہر نیا فیشن اپنانا اچھا لگتا ہے۔
- 105 لباس اور فیشن شخصیت کے مطابق ہونا چاہیے۔
- 106 لباس اور فیشن میں سادگی پسند ہے۔
- 107 کھانے میں مجھے چٹ پٹی چیزیں پسند ہیں۔
- 108 میں فاسٹ فوڈ شوق سے کھاتا ہوں۔
- 109 کھانے میں مجھے چاول پسند ہیں۔
- 110 کھانے میں مجھے ہلکی غذائیں پسند ہیں۔
- 111 مجھے دیسی کھانے جیسے مکھن، دودھ، ساگ اور لسی اچھے لگتے ہیں۔
- 112 گھر میں بنا ہوا سادہ کھانا پسند ہے۔
- 113 مجھے کھانے میں پھل پسند ہیں۔
- 114 ایسے کھانے پسند ہیں جن میں گوشت ہو۔
- 115 کھانے میں مجھے سبزیاں پسند ہیں۔
- 116 مجھے ٹیلیویشن دیکھنا اچھا لگتا ہے۔
- 117 مجھے ریڈیو کے پروگرام سننے میں مزہ آتا ہے۔
- 118 مجھے اخبار پڑھنے کا بہت شوق ہے۔
- 119 مجھے آرٹ پر بننے والی فلمیں پسند ہیں۔
- 120 مجھے ایسی فلمیں پسند ہیں جن میں تجسس ہو۔
- 121 میں رومانوی فلمیں شوق سے دیکھتا ہوں۔
- 122 مجھے لڑائی اور مار دھاڑ والی فلمیں پسند ہیں۔
- 123 میں اکثر سٹیج ڈرامہ اور فلم دیکھنے جاتا ہوں۔
- 124 میں غریبوں کا ہمدرد بننا چاہتا ہوں۔
- 125 میری خواہش ہے کہ دولت کما کر نام پیدا کروں۔
- 126 میں ساری زندگی دین کی خدمت کرنا چاہتا ہوں۔
- 127 میں عاجزی و انکساری سے زندگی گزار رہا ہوں۔
- 128 میں ہر جگہ، ہر ماحول اور ہر حال میں ایڈجسٹ ہو جاتا ہوں۔

- 129 میں خود کو ایک ذمہ دار شہری سمجھتا تھی ہوں۔
- 130 میری کوشش ہوتی ہے کہ میری ذات سے کسی کو تکلیف نہ ہو۔
- 131 میں ہمیشہ اپنی غلطی تسلیم کر لیتا تھی ہوں۔
- 132 مجھے غصہ بہت آتا ہے۔
- 133 مجھے پڑھائی میں کوئی دلچسپی نہیں۔
- 134 میرے خیال میں میں بہت خوش قسمت ہوں۔
- 135 مجھے اپنی ذات کے بارے میں سوچنے کا موقع نہیں ملتا۔
- 136 میں اپنے آپ سے مطمئن ہوں۔
- 137 مردوں کے حکمرانہ رویہ کی وجہ سے عورتیں علاقے یا محلے کیلئے کام نہیں کر سکتیں۔
- 138 ملک میں شرح ناخواندگی میں اضافہ سب سے اہم مسئلہ ہے۔
- 139 ملک میں بے روزگاری کی وجہ سے بے شمار مسائل ہیں۔
- 140 امن و امان کی ناقص صورتحال عوام کے لیے تکلیف کا باعث ہے۔
- 141 عورتوں کو سیاست میں نہیں آنا چاہیے۔
- 142 صحت سب سے اہم سماجی مسئلہ ہے۔
- 143 ہمارے معاشرے میں خواتین کے ساتھ امتیازی سلوک کیا جاتا ہے۔
- 144 بچوں کی شادیاں نہ ہونا سب سے بڑا سماجی مسئلہ ہے۔
- 145 تفرقہ بازی بنیادی سماجی مسئلہ ہے۔
- 146 آجکل لوگوں کو انصاف نہیں ملتا۔
- 147 لوگوں میں محبت اور بھائی چارہ ختم ہوتا جا رہا ہے۔
- 148 مرد یہ سمجھتے ہیں کہ عورتیں کچھ نہیں کر سکتیں۔
- 149 لڑکے لڑکیاں الگ الگ تعلیم حاصل کریں تو اچھا ہے۔
- 150 لوگوں میں رواداری اور برداشت کا فقدان ہے۔
- 151 ہمارے معاشرے میں رشوت اور سفارش زیادہ ہے۔
- 152 مجھے سیاست میں کوئی دلچسپی نہیں ہے۔
- 153 سیاست ملک کی بہتری کے لئے ہو تو اچھی چیز ہے۔
- 154 سیاست ایمانداری سے ہو تو بہتر ہے۔

- 155 کسی بھی سیاسی بحران کے ذمہ دار ہم خود ہوتے ہیں۔
- 156 ہمارے ملک کے سیاسی حالات اچھے ہیں۔
- 157 سیاست سے ناواقفیت عام آدمی کا بڑا مسئلہ ہے۔
- 158 سیاست کا مقصد عوام کی خدمت کرنا ہو تو سیاست اچھی چیز ہے۔
- 159 کاروباری سرگرمیاں اسلامی قوانین کے مطابق ہونی چاہئیں۔
- 160 عورتوں کو مردوں کی طرح کاروباری سرگرمیوں میں حصہ لینا چاہیے۔
- 161 ملک کے معاشی حالات اچھے ہیں۔
- 162 ہمارے معاشرے میں پیسہ صرف چند ہاتھوں میں رہ گیا ہے۔
- 163 عوام کی قوت خرید کم ہو گئی ہے۔
- 164 ملک میں مثبت کاروباری سرگرمیاں فروغ پا رہی ہیں۔
- 165 کاروبار میں ناجائز منافع اور ملاوٹ کا رجحان ہے۔
- 166 تعلیم ہر اعتبار سے شخصیت کو نکھار دیتی ہے۔
- 167 تعلیم انسان کو زندگی کا مقصد بتاتی ہے۔
- 168 تعلیم انسان کو اچھا انسان بناتی ہے۔
- 169 آج کا تعلیمی نظام صرف روزگار حاصل کرنے میں مدد دیتا ہے۔
- 170 معاشرے کی ترقی کے لئے خواتین کی تعلیم ضروری ہے۔
- 171 روزمرہ استعمال کے لیے معیاری اشیاء خریدیں جائیں۔
- 172 میں اپنے ملک میں بنی ہو اشیاء خریدتا ہوں۔
- 173 خریداری کرتے وقت میں اشیاء کی قیمت مد نظر رکھتا ہوں۔
- 174 مجھے ایسی اشیاء خریدنا پسند ہے جن کا فیشن ہو۔
- 175 خریداری کرتے وقت اشیاء کی خوب صورتی میرے لئے اہم ہے۔
- 175 دوسرے ممالک کی ثقافت کا ہماری ثقافت پر بُرا اثر پڑا ہے۔
- 176 ہم بغیر سوچے سمجھے مغربی ثقافت کی تقلید کر رہے ہیں۔
- 177 آنے والی دنوں میں ہم اپنی پہچان کھودیں گے۔
- 178 مجھے اپنی ثقافت پسند ہے۔
- 179 ذرائع ابلاغ ثقافت کو صحیح طرح سے پیش نہیں کرتے ہیں۔

- 180 پاکستانی ثقافت میں وراثت ہے۔
- 181 ذرائع ابلاغ سے غلط چیزیں ثقافت میں آرہی ہیں۔
- 182 میرے خیال میں آج آنے والے کل سے بہتر ہے۔
- 183 میں آنے والے دنوں میں زیادہ بہتر مقام پر ہوں گا گی۔
- 184 مستقبل کا انحصار آنے والے حالات پر ہے۔

REQUEST FOR OPINION

The aim of the present study is to develop a Lifestyle Inventory for Consumers of Fast Moving Consumer Goods. Focus groups have been conducted to generate statements about activities, interests and opinions of consumers of FMCGs. Participants were asked about their activities related to work, hobbies, social events, vacation, entertainment, club membership, community, shopping, and sports; their interests in family, home, job, community, recreation, fashion, food, media, and achievements; and opinions about themselves, social issues, politics, business, economics, education, products, future and culture. In initial phase, 184 statements have been generated by content analyses of focus groups.

You are requested to read these statements carefully and to identify the statements which:

- a) are not clear in expression
- b) do not have face validity
- c) contain redundant words and
- d) are similar with any other item.
- e) are unsuitable for five point scale

If you find problem with any statements, please write your suggested statement or comments at space given below each statements.

Thanks

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158 CATEGORIZED ITEMS

Actualizers

1. میں فارغ وقت میں ادبی کتابیں پڑھتا/ پڑھتی ہوں۔
2. میں فارغ وقت میں پینٹنگ کرتا / کرتی ہوں۔
3. مجھے مہمان نوازی میں مزا آتا ہے۔
4. میں خوشی کی تقریبات میں شرکت کرتا / کرتی ہوں۔
5. میں تفریحی پروگراموں میں شریک ہوتا/ ہوتی ہوں۔
6. میں دوسروں کے دکھ درد اور غم میں شریک ہوتا/ ہوتی ہوں۔
7. میں اپنے علاقے کی فلاح و بہبود کے لئے کام کرتا / کرتی ہوں۔
8. میں غریب لوگوں کی مدد کرتا / کرتی ہوں۔
9. چھٹی کے دن میں تاریخی مقامات دیکھتا/ دیکھتی ہوں۔
10. میں چھٹیوں میں سیر و سیاحت پر جاتا/ جاتی ہوں۔
11. میں معیاری بازار سے اشیاء خریدتا/ خریدتی ہوں۔
12. میں کھیلوں کی سرگرمیوں میں حصہ لیتا/ لیتی ہوں۔
13. مجھے اپنا کام سلیقے سے کرنا پسند ہے۔
14. مجھے علاقے محلے کے لوگوں کی اخلاقی تربیت پر توجہ دینا پسند ہے۔
15. میں اپنے علاقے محلے کی صفائی میں دلچسپی لیتا/ لیتی ہوں۔
16. مجھے بالوں کو سنوارنا اچھا لگتا ہے۔
17. مجھے ایسا لباس پسند ہے جو میری شخصیت کے مطابق ہو۔
18. مجھے آرٹ فلمیں پسند ہیں۔
19. میں ہر ماحول میں ایڈجسٹ ہو جاتا/ جاتی ہوں۔
20. میں خوش قسمت ہوں۔
21. مردوں کے حاکمانہ رویہ کی وجہ سے عورتیں علاقے یا محلے کیلئے کام نہیں کر سکتیں۔
22. ہمارے معاشرے میں خواتین کے ساتھ امتیازی سلوک کیا جاتا ہے۔
23. مخلوط تعلیمی نظام اچھا ہے۔
24. ہمارے ملک کے سیاسی حالات اچھے ہیں۔

17. میں آنے والے دنوں میں بہتر مہنگا مہنگا ہوں گی۔
16. مجھے اپنی ٹھانڈت پسند ہے۔
15. سائیکل کی بھیر کی لئے ہوا تو اچھی چیز ہے۔
14. عورتوں کو سناست میں بہت آنا ہے۔
13. ملک میں شریعہ کی تہذیب کی تہذیب ہے۔
12. مجھ کو سنی اور اہل حق میں سے ہے۔
11. پیشہ کرتے وقت مجھ کو سنی اور اہل حق میں سے ہے۔
10. مجھ کو سنی اور اہل حق میں سے ہے۔
9. مجھ کو سنی اور اہل حق میں سے ہے۔
8. مجھ کو سنی اور اہل حق میں سے ہے۔
7. میری لپٹیوں میں سے ہے۔
6. ایمان داری سے ہے۔
5. میں سے ہے۔
4. میں سے ہے۔
3. میں سے ہے۔
2. میں سے ہے۔
1. میں سے ہے۔

Believers

31. ہمارا مشورہ کی خاطر ہے۔
30. اس کی ٹھانڈت میں ہے۔
29. جو سنی اور اہل حق میں سے ہے۔
28. میں سے ہے۔
27. میں سے ہے۔
26. ملک کے سنی اور اہل حق میں سے ہے۔
25. عورتوں کو سنی اور اہل حق میں سے ہے۔

Experiencers

1. میں فارغ اوقات میں گانے سنتا/ سنتی ہوں۔
2. میں فارغ وقت میں تیز گانے سنتا/ سنتی ہوں۔
3. میں فارغ وقت میں گانا گاتا/ گاتی ہوں۔
4. میں چھٹی کے دن رات کو دیر سے سوتا / سوتی ہوں۔
5. میں چھٹی کے دن صبح دیر سے جاگتا/ جاگتی ہوں۔
6. میں جنس مخالف کو دیکھتا/ دیکھتی ہوں۔
7. چھٹی کے دن میں لانگ ڈرائیو پر جاتا/ جاتی ہوں۔
8. میں بازار میں یا سرراہ کھاتا پیتا/ کھاتی پیتی ہوں۔
9. میں جنس مخالف سے دوستی کرتا کرتی ہوں۔
10. میں تفریح کے لئے دوسروں کو تنگ کرتا / کرتی ہوں۔
11. میں فارغ وقت میں دوستوں کے ساتھ گپ شپ لگاتا/ لگاتی ہوں۔
12. میں کسی بھی جگہ سے خریداری کر لیتا/ لیتی ہوں۔
13. میں ٹیم گیمز میں حصہ لیتا/ لیتی ہوں۔
14. میں آوٹ ڈور گیمز میں حصہ لیتا/ لیتی ہوں۔
15. میں موبائل گیمز کھیلتا / کھیلتی ہوں۔
16. میں کھیلوں کے مقابلے دیکھتا/ دیکھتی ہوں۔
17. مجھے شور شرابہ پسند ہے۔
18. مشکل کام کرنے میں مجھے مزہ آتا ہے۔
19. میری کوشش ہوتی ہے کہ ہر نیا سے نیا موبائل میرے پاس ہو۔
20. مجھے نیا فیشن اپنانا اچھا لگتا ہے۔
21. کھانے میں مجھے چٹ پٹی چیزیں پسند ہیں۔
22. میں فاسٹ فوڈ شوق سے کھاتا / کھاتی ہوں۔
23. مجھے ٹیلیویشن دیکھنا اچھا لگتا ہے۔
24. مجھے ریڈیو کے پروگرام سننے میں مزہ آتا ہے۔
25. مجھے جاسوسی فلمیں پسند ہیں۔
26. میں رومانوی فلمیں شوق سے دیکھتا/ دیکھتی ہوں۔

27. مجھے لڑائی اور مار دھاڑ والی فلمیں پسند ہیں۔
28. مجھے سٹیج ڈرامہ دیکھنا پسند ہے۔
29. مجھے پڑھائی میں کوئی دلچسپی نہیں۔
30. مجھے اپنے بارے میں سوچنے کا موقع نہیں ملتا۔
31. خریداری کرتے وقت فیشن کو مد نظر رکھنا چاہیے۔

Achievers

1. میں گھر کے سارے کام کرتا / کرتی ہوں۔
2. میں اپنا ہر کام خود کرتا / کرتی ہوں۔
3. میں فارغ وقت میں دینی کتابیں پڑھتا/ پڑھتی ہوں۔
4. میں فارغ وقت میں تخلیقی کام کرتا / کرتی ہوں۔
5. میں مذہبی تقریبات میں شریک ہوتا/ ہوتی ہوں۔
6. میں چھٹیوں میں کوئی نیا کام یا ہنر سیکھنے کی کوشش کرتا / کرتی ہوں۔
7. میں چھٹیاں گھر میں گزارتا / گزارتی ہوں۔
8. میں ہفتے میں ایک دن خریداری کے لئے جاتا/ جاتی ہوں۔
9. میں اپنے خاندان کے معاملات میں دلچسپی لیتا/ لیتی ہوں۔
10. میں ہم عمر رشتہ داروں کی باتوں میں دلچسپی لیتا/ لیتی ہوں۔
11. جب خاندان کے فیصلے بزرگ کریں تو مجھے اچھا لگتا ہے۔
12. میں گھر کے معاملات میں دلچسپی لیتا / لیتی ہوں۔
13. مجھے تیزی سے کام کرنا پسند ہے۔
14. اپنا کام پایہ تکمیل تک پہنچانا میرے لئے تسکین کا باعث ہوتا ہے۔
15. مجھے لگن سے کام کرنا اچھا لگتا ہے۔
16. اپنے کام میں وقت کی پابندی میرے لئے اہمیت رکھتی ہے۔
17. مجھے گھر میں بنا ہوا کھانا پسند ہے۔

Strivers

1. میں اپنے کام میں دوستوں سے مدد لیتا/ لیتی ہوں۔
2. میں فارغ وقت میں نغمہ گین گانے سنتا/ سنتی ہوں۔
3. میں روزمرہ مصروفیات میں یکسانیت کا شکار ہوں۔

4. میں چھٹی کا دن سو کر گزارتا / گزارتی ہوں۔
5. میں دوستوں کے ساتھ خریداری پر جاتا/ جاتی ہوں۔
6. مجھے تہنار ہنا اچھا لگتا ہے۔
7. جب لوگ میرے کام کی تعریف کریں تو مجھے اچھا لگتا ہے۔
8. جب میرے کام کی وجہ سے مجھے کوئی اہمیت دے تو مجھے اچھا لگتا ہے۔
9. مجھے وہی فیشن اچھا لگتا ہے جو مجھے دوسروں سے مختلف بنائے۔
10. مجھے بہت غصہ آتا ہے۔
11. لوگوں میں محبت اور بھائی چارہ ختم ہوتا جا رہا ہے۔
12. ہمارے معاشرے میں رشوت زیادہ ہے۔
13. سیاست سے ناواقفیت عام آدمی کا بڑا مسئلہ ہے۔
14. کاروبار میں ناجائز منافع کا رجحان ہے۔
15. آج کا تعلیمی نظام صرف روزگار حاصل کرنے میں مدد دیتا ہے۔
16. دوسرے ممالک کی ثقافت کا ہماری ثقافت پر بُرا اثر پڑا ہے۔
17. آنے والے دنوں میں ہم اپنی پہچان کھودیں گے۔
18. ذرائع ابلاغ سے غلط چیزیں ثقافت میں آرہی ہیں۔
19. ذرائع ابلاغ ثقافت کو صحیح طرح سے پیش نہیں کرتے ہیں۔

Makers

1. میں فارغ وقت میں باغبانی کرتا/ کرتی ہوں۔
2. چھٹی کے دن میں کھانا بناتا/ بناتی ہوں۔
3. میں چھٹی کے دن گھر کی صفائی کرتا/ کرتی ہوں۔
4. میں بچوں کے سکول کے کام میں اُنکی مدد کرتا / کرتی ہوں۔
5. میں اپنی ضرورت کی تمام اشیاء کی خریداری خود کرتا / کرتی ہوں۔
6. گھر کی ضرورت کی اشیاء کی خریداری میں کرتا/ کرتی ہوں۔
7. میں سنگل گیمنز میں حصہ لیتا/ لیتی ہوں۔
8. مجھے گھر کی صفائی میں دلچسپی ہے۔
9. اگر گھر میں مجھ سے متعلق کوئی بات ہو تب ہی میں اس میں دلچسپی لیتا/ لیتی ہوں۔
10. میں ہمیشہ اپنی غلطی تسلیم کر لیتا/ لیتی ہوں۔

11. کسی بھی سیاسی بحران کے ذمہ دار ہم خود ہوتے ہیں۔

Fulfields

1. میں کہیں تقریبات میں تنہا نہیں جاتا/ جاتی ہوں۔
2. اگر دکاندار ایماندار ہوتے ہی میں خریداری کرتا/ کرتی ہوں۔
3. میں ان ڈور گیمنز میں حصہ لیتا/ لیتی ہوں۔
4. میں حالات حاضرہ جاننے میں دل چسپی ہے۔
5. مجھے لباس میں سادگی پسند ہے۔
6. مجھے اخبار پڑھنا پسند ہے۔
7. میں ایک ذمہ دار شہری ہوں۔
8. میری کوشش ہوتی ہے کہ میری ذات سے کسی کو تکلیف نہ ہو۔
9. میں اپنے آپ سے مطمئن ہوں۔
10. سیاست ایمانداروں سے ہوتو بہتر ہے۔
11. روزمرہ استعمال کے لئے معیاری اشیاء خریدنی چاہئیں۔
12. ہم بغیر سوچے سمجھے مغربی ثقافت کی تقلید کر رہے ہیں۔

Strugglers

1. میں چھٹیوں میں ادھورے کام مکمل کرتا / کرتی ہوں۔
2. میں زیادہ تر خریداری مہینے کے شروع میں کرتا/ کرتی ہوں۔
3. کھانے میں مجھے ہلکی غذائیں پسند ہیں۔
4. مجھے کھانے میں پھل پسند ہیں۔
5. مجھے ایسے کھانے پسند ہیں جن میں گوشت شامل ہو۔
6. کھانے میں مجھے سبزیاں پسند ہیں۔
7. مجھے ٹی وی ڈرامہ دیکھنا پسند ہے۔
8. ملک میں بے روزگاری کی وجہ سے مسائل ہیں
9. امن و امان کی ناقص صورتحال عوام کے لیے تکلیف کا باعث ہے۔
10. ملک میں صحت سے متعلق ناکافی سہولیات ایک مسئلہ ہے۔
11. ملک میں وقت پر لڑکوں کی شادیاں نہ ہونا سماجی مسئلہ ہے۔
12. ملک میں وقت پر لڑکیوں کی شادیاں نہ ہونا سماجی مسئلہ ہے۔

13. ملک میں تفرقہ بازی عوام کے لیے تکلیف کا باعث ہے۔
14. آج کل ملک میں لوگوں کو انصاف نہیں ملتا۔
15. لوگوں میں رواداری اور برداشت کا فقدان ہے۔
16. مجھے سیاست میں کوئی دلچسپی نہیں ہے۔
17. امیر، امیر تر اور غریب، غریب تر ہوتے جا رہے ہیں۔
18. عوام کی قوت خرید کم ہو گئی ہے۔
19. خریداری کرتے وقت میں اشیاء کی قیمت مد نظر رکھنی چاہیے۔
20. مستقبل کا انحصار آنے والے حالات پر ہے۔

PRODUCT USAGE FREQUENCY SCALE

Instructions

Listed below are a number of fast moving consumer goods to which I would like your responses. Please respond to each product individually. For each product usage please indicate your opinion by choosing one of the following:

1 = Use Never

4 = Use Frequently

2 = Use Seldom

5 = Use Always

3 = Use Occasionally

S.no	Products	1	2	3	4	5
1	Lifebuoy Soap					
2	Lux Soap					
3	Safeguard Soap					
4	Surf Excel Washing Powder					
5	Ariel Washing Powder					
6	Wheel Washing Powder					
7	Head & Shoulder Shampoo					
8	Sunsilk Shampoo					
9	Pentene Shampoo					
10	Fair & Lovely skin cream					
11	Ponds Skin Cream					
12	Honey Lotion					
13	English Tooth paste					
14	Pepsodent Tooth paste					
15	Colse-up Tooth paste					
16	Pepsi Cola					
17	Coca Cola					
18	Dew					
19	Miranda					
20	Nestle Juices					

ITEM TOTAL CORRELATIONS FOR 158 ITEMS

Table J-1

Item-total correlations of Initial Lifestyle Inventory for Consumers (LSIC) (N = 482)

Items	Correlations	Items	Correlations	Items	Correlations
1	.22*	18	.52**	35	.05
2	.11	19	.16	36	.44**
3	.36**	20	.41**	37	.23*
4	.31**	21	.38**	38	.42**
5	.41**	22	.27*	39	.21*
6	.48**	23	.28*	40	.04
7	.31**	24	.14	41	.32**
8	.24*	25	.01	42	.42**
9	.45**	26	.23*	43	.37**
10	.09	27	.11	44	.42**
11	.34**	28	.39**	45	.07
12	.39**	29	.48**	46	.42**
13	.27*	30	.44**	47	.41**
14	.52**	31	.10	48	.01
15	.41**	32	.08	49	.11
16	.38**	33	.28*	50	.39**
17	.26*	34	.04	51	.01

Cont.

Items	Correlations	Items	Correlations	Items	Correlations
52	.27*	72	.23*	91	.10
53	.13	73	.16	92	.40**
54	.01	74	.45**	93	.47**
55	.11	75	.23*	94	.44**
56	.40**	76	.11	95	.39**
57	.34**	77	.09	96	.35**
58	.05	78	.05	97	.04
59	.38**	79	.44**	98	.01
60	.13	80	.18	99	.36**
61	.14	72	.23*	100	.01
62	.40**	81	.25*	101	.12
63	.15	82	.23*	102	.01
64	.38**	83	.20*	103	.27*
65	.03	84	.41**	104	.46**
66	.13	85	.42**	105	.27*
67	.19*	86	.22*	106	.36**
68	.33**	87	.27*	107	.38**
69	.28*	88	.41**	108	.43**
70	.38**	89	.33**	109	.23*
71	.33**	90	.36**	110	.32**

Cont.

Items	Correlations	Items	Correlations	Items	Correlations
111	.15	128	.44**	145	.33**
112	.20*	129	.23*	146	.47**
113	.21*	130	.41**	147	.46**
114	.33**	131	.43**	148	.46**
115	.19*	132	.33**	149	.27*
116	.20*	133	.42**	150	.33**
117	.31**	134	.43**	151	.41**
118	.05	135	.33**	152	.38**
119	.36**	136	.46**	153	.33**
120	.40**	137	.21*	154	.12
121	.35**	138	.35**	155	.33**
122	.14	139	.15	156	.23*
123	.39**	140	.15	157	.40**
124	.15	141	.27*	158	.45**
125	.47**	142	.44**		
126	.27*	143	.35**		
127	.28*	144	.14		

INFORMATION SHEET

نام:-----

تعلیم:-----

عمر:-----

ازدواجی حیثیت: (شادی شدہ) (غیر شادی شدہ)

جنس: (مرد) (عورت)

پیشہ:-----

پتہ:-----

ہدایات

میرا تعلق قومی ادارہ نفسیات قائد اعظم یونیورسٹی اسلام آباد سے ہے جو کہ ایک تعلیمی و تحقیقی ادارہ ہے اور اس کے زیر نگرانی مختلف نفسیاتی اور سماجی موضوعات پر تحقیق کا کام کیا جاتا ہے۔ میں اس ادارہ میں ایم فل کا طالب علم ہوں اور میری اس تحقیق کا مقصد صارفین کی طرز زندگی کے بارے میں معلومات حاصل کرنا ہے۔

اس سلسلے میں آپ کو باری باری دو سوالنامے دیئے جائیں گے اور آپ کی رائے پوچھی جائے گی۔ ہر سوالنامے کو پُر کرنے کے لیے الگ سے ہدایات دی گئی ہیں۔ برائے مہربانی ہدایات کے مطابق ہر سوالنامے کو پُر کریں۔ آپ کو یقین دہانی کرائی جاتی ہے کہ آپ کی رائے کو صرف تحقیقی مقصد کے لیے استعمال کیا جائے گا اور مکمل پوشیدہ رکھا جائے گا۔

آپ سے درخواست ہے کہ تمام سوالات/بیانات کے جوابات ضرور دیں۔ اگر آپ کسی بھی قسم کی مشکل محسوس کریں تو محقق (ریسرچر) سے وضاحت طلب کر سکتے ہیں۔ اور اگر آپ جواب نہ دینا چاہیں اور چھوڑ کر جانا چاہیں تو آپ کو مکمل آزادی ہے۔

میں آپ کی مدد کا شکر گزار ہوں گا۔

LIFESTYLE INVENTORY FOR CONSUMERS

ہدایات: نیچے دیے گئے ہر بیان کو پڑھیں اور سمجھیں اور پھر فیصلہ کریں کہ اس بیان سے آپ کس حد تک متفق یا غیر متفق ہیں۔ آپ جس حد تک اتفاق کرتے ہیں اس کے نیچے () کا نشان لگائیں۔

نمبر شمار	بیانات	مکمل طور پر غیر متفق	کافی حد تک متفق	کچھ حد تک متفق	کافی حد تک غیر متفق	مکمل طور پر متفق
1	مجھے مہمان نوازی میں مزا آتا ہے۔					
2	میں خوشی کی تقریبات میں شرکت کرتا / کرتی ہوں۔					
3	میں تفریحی پروگراموں میں شریک ہوتا / ہوتی ہوں۔					
4	میں دوسروں کے دکھ درد میں شریک ہوتا / ہوتی ہوں۔					
5	ہمارا معاشرہ ترقی کی جانب گامزن ہے۔					
6	میں غریب لوگوں کی مدد کرتا / کرتی ہوں۔					
7	میں چھٹیوں میں سیر و سیاحت پر جاتا / جاتی ہوں۔					
8	میں معیاری بازار سے اشیاء خریدتا / خریدتی ہوں۔					
9	مجھے اپنا کام سلیقے سے کرنا پسند ہے۔					
10	مجھے محلے کے لوگوں کی اخلاقی تربیت پر توجہ دینا پسند ہے۔					
11	میں اپنے علاقے محلے کی صفائی میں دلچسپی لیتا / لیتی ہوں۔					
12	خریداری کرتے وقت اشیاء کی خوب صورتی اہم ہوتی ہے۔					
13	مجھے ایسا لباس پسند ہے جو میری شخصیت کے مطابق ہو۔					
14	میں ہر ماحول میں ایڈجسٹ ہو جاتا / جاتی ہوں۔					
15	میں خوش قسمت ہوں۔					
16	تعلیم ہر اعتبار سے شخصیت کو نکھار دیتی ہے۔					
17	معاشرے کی ترقی کے لئے خواتین کی تعلیم ضروری ہے۔					
18	ایمانداری سے کام کرنا مجھے اچھا لگتا ہے۔					

نمبر شمار	بیانات	مکمل طور پر غیر متفق	کافی حد تک غیر متفق	کچھ حد تک متفق	کافی حد تک متفق	مکمل طور پر متفق
19	میری کوشش ہوتی ہے کہ میرے کام سے ملک کا فائدہ ہو۔					
20	مجھے ایسا لباس پسند ہے جو علاقے کی ثقافت کے مطابق ہو۔					
21	فیشن کرتے وقت مجھے مذہبی حدود کا خیال رکھنا اچھا لگتا ہے					
22	مجھے دیسی اردایتی کھانے اچھے لگتے ہیں۔					
23	ملک میں شرح خواندگی میں کمی ایک مسئلہ ہے۔					
24	سیاست ملک کی بہتری کے لئے ہو تو اچھی چیز ہے۔					
25	مجھے اپنی ثقافت پسند ہے۔					
26	میں فارغ وقت میں تیز گانے سنتا سنتی ہوں۔					
27	میں بازار میں یا سر راہ کھاتا پیتا / کھاتی پیتی ہوں۔					
28	میں جنس مخالف سے دوستی کرتا کرتی ہوں۔					
29	مشکل کام کرنے میں مجھے مزہ آتا ہے۔					
30	میں موبائل گیمز کھیلتا / کھیلتی ہوں۔					
31	مجھے نیا فیشن اپنانا اچھا لگتا ہے۔					
32	میں فاسٹ فوڈ شوق سے کھاتا / کھاتی ہوں۔					
33	مجھے ٹیلیویشن دیکھنا اچھا لگتا ہے۔					
34	مجھے جاسوسی فلمیں پسند ہیں۔					
35	میں رومانوی فلمیں شوق سے دیکھتا / دیکھتی ہوں۔					
36	خریداری کرتے وقت فیشن کو مد نظر رکھنا چاہیے۔					
37	میں اپنا ہر کام خود کرتا / کرتی ہوں۔					
38	میں مذہبی تقریبات میں شریک ہوتا / ہوتی ہوں۔					
39	میں اپنے خاندان کے معاملات میں دلچسپی لیتا / لیتی ہوں۔					
40	میں ہم عمر رشتہ داروں کی باتوں میں دلچسپی لیتا / لیتی ہوں۔					

نمبر شمار	بیانات	مکمل طور پر غیر متفق	کافی حد تک غیر متفق	کچھ حد تک متفق	کافی حد تک متفق	مکمل طور پر متفق
41	جب خاندان کے فیصلے بزرگ کریں تو مجھے اچھا لگتا ہے۔					
42	مجھے تیزی سے کام کرنا پسند ہے۔					
43	اپنا کام پایہ تکمیل تک پہنچانا میرے لئے تسکین کا باعث ہوتا ہے۔					
44	مجھے لگن سے کام کرنا اچھا لگتا ہے۔					
45	اپنے کام میں وقت کی پابندی میرے لئے اہمیت رکھتی ہے۔					
46	مجھے گھر میں بنا ہوا کھانا پسند ہے۔					
47	جب لوگ میرے کام کی تعریف کریں تو مجھے اچھا لگتا ہے۔					
48	جب میرے کام کی وجہ سے مجھے کوئی اہمیت دے تو مجھے اچھا لگتا ہے۔					
49	مجھے وہی فیشن اچھا لگتا ہے جو مجھے دوسروں سے مختلف بنائے					
50	ہمارے معاشرے میں رشوت زیادہ ہے۔					
51	کاروبار میں ناجائز منافع کا رجحان ہے۔					
52	میں روزمرہ مصروفیات میں یکسانیت کا شکار ہوں۔					
53	آنے والے دنوں میں ہم اپنی پہچان کھودیں گے۔					
54	ذرائع ابلاغ سے غلط چیزیں ثقافت میں آرہی ہیں۔					
55	میں چھٹی کے دن کھانا بنانا/ بناتی ہوں۔					
56	میں بچوں کے سکول کے کام میں انکی مدد کرتا کرتی ہوں۔					
57	میں اپنی ضرورت کی تمام اشیاء کی خریداری خود کرتا کرتی ہوں۔					
58	گھر کی ضرورت کی اشیاء کی خریداری میں کرتا کرتی ہوں۔					
59	مجھے گھر کی صفائی میں دلچسپی ہے۔					
60	میں اپنی غلطی تسلیم کر لیتا لیتی ہوں۔					

نمبر شمار	بیانات	مکمل طور پر غیر متفق	کافی حد تک غیر متفق	کچھ حد تک متفق	کافی حد تک متفق	مکمل طور پر متفق
61	مجھے حالات حاضرہ جاننے میں دل چسپی ہے۔					
62	مجھے لباس اور فیشن میں سادگی پسند ہے۔					
63	مجھے اخبار پڑھنا پسند ہے۔					
64	میں ایک ذمہ دار شہری ہوں۔					
65	میری کوشش ہوتی ہے کہ میری ذات سے کسی کو تکلیف نہ ہو۔					
66	میں اپنے آپ سے مطمئن ہوں۔					
67	سیاست ایمانداری سے ہو تو بہتر ہے۔					
68	اگر دکاندار ایماندار ہو تب ہی میں خریداری کرتا کرتی ہوں					
69	ہم بغیر سوچے سمجھے مغربی ثقافت کی پیروی کر رہے ہیں۔					
70	مجھے کھانے میں پھل پسند ہیں۔					
71	مجھے ایسے کھانے پسند ہیں جن میں گوشت شامل ہو۔					
72	ملک میں بے روزگاری کی وجہ سے مسائل ہیں۔					
73	امن کی ناقص صورتحال عوام کے لیے تکلیف کا باعث ہے۔					
74	ملک میں صحت سے متعلق نا کافی سہولیات ایک مسئلہ ہے۔					
75	ملک میں وقت پر لڑکوں کی شادیاں نہ ہونا سماجی مسئلہ ہے۔					
76	ملک میں وقت پر لڑکیوں کی شادیاں نہ ہونا سماجی مسئلہ ہے۔					
77	ملک میں تفرقہ بازی عوام کے لیے تکلیف کا باعث ہے۔					
78	آج کل ملک میں لوگوں کو انصاف نہیں ملتا۔					
79	لوگوں میں رواداری اور برداشت کا فقدان ہے۔					
80	امیر، امیر تر اور غریب، غریب تر ہوتے جا رہے ہیں۔					
81	خریداری کرتے وقت میں اشیاء کی قیمت مد نظر رکھنی چاہیے					
82	مستقبل کا انحصار آنے والے حالات پر ہے۔					